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Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

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Both Nash and Hudson Dealers to Sell Rambler—

The 1955 Rambler becomes the first "basic volume car" of American Motors. Exterior styling changes include new grille treatment and full-wheel cutouts on front fenders to increase maneuverability. All models are powered by a 90-horsepower six-cylinder engine. Prices and dealer discounts have been adjusted upward. (See stories on pages 2 and 31).

Olds, Cadillac to Pass 1950 Records . . .

Output Pace Continues Upward

By Thomas M. Hewitt
Staff Writer

ACCOMPANYING the production boost slated for this week, Oldsmobile and Cadillac will surpass their alltime record output years.

Both records were set in 1950—Oldsmobile with 396,757 cars and Cadillac with 110,535. Both marks should be surpassed Friday (Dec. 3). Oldsmobile needs only 9,312 cars to top the mark, and Cadillac needs 2,671.

The Thanksgiving holiday cut output last week to 109,685 cars and 17,895 trucks, according to Automotive News estimates, compared with 133,521 cars and 22,263 trucks in the preceding week, which was the highest in 15 months.

Output this week should rise back to an even higher level, unless a threatened strike is called at Chrysler Corp.'s automotive body division, which makes all of Plymouth's bodies.

* * *

WITH 1954 drawing into the home-stretch, a bet that this year will become the third-highest car-output year in history is almost a sure thing, barring labor troubles.

With only two days left in November, it appears that this month's car turnout will settle at about 503,500, and with 605,000 cars slated for December the

(Continued on Page 46, Col. 1)

How Higher-Priced Makes Fight 'Classless' Car

Editor's Note: *This story is a sequel to an article on the "classless" low-priced car, which appeared in* Automotive News *Oct. 25.*

By John T. Benedict
Engineering Editor

IF TODAY'S low-priced "classless" cars are greater values than ever, what's being done to distinguish medium and high-priced entries?

In a nutshell, low-priced car buyers can get "everything," but prospects for more expensive merchandise can obtain "more of everything."

Thorough analysis of the "more-car, better-car" approach will guide a customer in helping decide whether his needs can best be met by a medium-priced car with few extras — or a "dressed-up" low-priced car.

* * *

IT'S obvious that the trend toward "classlessness" has wiped out many of the traditional distinctions among car price groups. This is the result of a fundamental policy change designed to grant low-priced cars a better break in offering the latest technical advancements.

Although the high-priced makes still get most developments "first," they aren't allowed to hold the advantage very long. Such features as automatic transmissions, power steering, air conditioning and power-operated window lifts have lost little time in finding their way down to the lowest-priced cars in each line.

The things you get in a medium or high-priced car, which you can't match in the lower-priced makes,

(Continued on Page 17, Col. 1)

Top Cars

New-car registrations, 9 months, plus six states in October:

1954 Pos.	Make	1953 Pos.
1—1,042,397	Ford	797,040— 2
2—1,041,377	Chev.	1,038,812— 1
3— 397,605	Buick	357,655— 4
4— 310,597	Olds	249,580— 6
5— 301,695	Plym.	456,675— 3
6— 261,880	Pontiac	305,470— 5
7— 217,940	Mercury	190,841— 8
8— 113,349	Dodge	230,259— 7
9— 83,646	Cadillac	78,171—13
10— 75,927	Chrysler	120,455—10
11— 71,008	Stude.	127,434— 9
12— 65,601	Nash	117,030—11
13— 57,545	DeSoto	94,295—12
14— 31,795	Packard	60,937—14
15— 28,937	Lincoln	33,023—17
16— 27,382	Hudson	53,973—15
17— 14,435	Willys	36,134—16
18— 7,214	Kaiser	20,366—18
19— 1,048	Henry J	9,751—19
20,087	Misc.	25,311
4,171,725	Total All Makes	4,412,210

More Makes Join In Cutting Freight To Distant Points

By Robert M. Lienert
Associate Editor

MORE manufacturers fell in line with the industrywide freight pattern last week and announced new rate structures.

Joining the movement were American Motors Corp. (with its Rambler), Studebaker, Lincoln and Dodge Truck.

Kaiser-Willys now is the only car-manufacturing corporation that has not acted on the freight situation, although several independent

(Continued on Page 4, Col. 5)

High Demand for '55s Seen Curtailing Flow Into Bootleg Market

Showrooms Are Kept Busy Selling at Near List Prices; Auction Offerings Held Prestige Test

IN SPITE of the fact that many industry observers expect 1955 models to be in short supply for several months, new models are bobbing up in the so-called bootleg market.

However, a check by Automotive News indicates that the situation is not as black as it has been painted by some sources. Latest reports indicate that while there had been some waiting on the part of customers to see all the new models, sales are now picking up and dealers in many lines are getting close to recommended prices.

* * *

AS LONG as this situation prevails, the supply of cars for the bootleg market will remain limited. Used-car dealers cannot compete in new cars unless they can obtain cars close to cost.

Dealers say that part of the present furor over bootlegging of 1955 models is misleading. They say that new models have appeared on used-car lots, but that many of the new cars were obtained just for prestige value. Such transactions are not really bootleg deals, the dealers feel.

They also point to misunderstandings regarding new models appearing on the used-car auctions. Many times, they say, new-car dealers will permit a car to go over the auction block just to see how it fares in bidding from the market-wise used-car dealers.

* * *

MOST dealers say the situation is pretty well in hand by now because dealers were "wised up" during early 1954, when bootlegging reached unprecedented proportions.

Dealers are smart enough now, association spokesmen say, so

(Continued on Page 42, Col. 1)

Other Bootleg Stories

City-by-city reports start on Page 40. Case for and against bootlegging on Page 2.

Bootleg Answer Lies in Congress, Curtice Asserts

By Pete Wemhoff
Editor, Automotive News

ENABLING legislation appears to be the only solution to the new-car bootlegging problem, General Motors President H. H. Curtice told a national news conference in Detroit last week.

GM's hands have been tied in taking punitive action against bootlegging dealers since the Department of Justice refusal last spring to approve a GM-sponsored clause in dealer contracts to penalize bootlegging, Curtice pointed out.

He said he thought that the NADA-sponsored legislation might be the answer to the continuing problem. Heads of various GM divisions said they have been unable to cope with the situation.

* * *

AT THE conference, which was preliminary to production of GM's 50 millionth vehicle Nov. 23, Curtice also:

1. Predicted that the industry's 1955 production of cars for the domestic U. S. market would rise about 10 percent to 5,800,000, compared with 1954's estimate of 5,300,000.

2. Forecast that 1955 truck output would "nudge the million mark," compared with about 850,000 this year.

3. Reiterated that GM "sets prices only once a year," indicating there will be no changes during the coming model year.

4. Declared that GM will prob-

(Continued on Page 4, Col. 3)

Keys to GM's 50 Millionth Vehicle—

T. H. Keating (left), general manager of Chevrolet, presents to Harlow H. Curtice, president of General Motors, the keys to the corporation's 50 millionth vehicle—a Chevrolet sport coupe, produced Nov. 23. Bright metal parts were gold-plated, and the vehicle later became the center of a civic celebration in Flint. The production milestone was observed by open-house celebrations in most GM plants.

Inside Standouts

- New-car markets analyzed, from Atlanta to Salt Lake City. Page 14.
- *How dealers may participate in Safe-Driving Day. Page 37.*
- Automation: Will it be the union's whipping boy? Page 16.
- *Dealer devises a GAW for his salesmen. Page 9.*
- Colored tires a definite option for '56. "Turnings," Page 17.

Engineering highlights, Page 17; used-car auction reports, Pages 33-38; new-car prices, Page 46; production by makes, Page 46.

Distribution Chaos or Public Service? . . .

Case For and Against Bootlegging

By Robert M. Finlay
Managing Editor

THE sound and the fury over new-car bootlegging has settled down to the point where clear-cut cases can be found on either side of the question.

Alton Costley, who as chairman of NADA's National Affairs Committee, has been at the center of NADA efforts to eliminate bootlegging, recently gave a detailed case against it at the annual convention of the Georgia Automobile Dealers Assn.

Costley summed it up:

"Either the source of supply of bootleggers must be eliminated, or you and I will be forced to abandon the type of setup that we are accustomed to. Both cannot long endure together in the same market."

* * *

ON THE other side of the fence are the used-car dealers. A few days ago at the annual convention of the National Used Car Dealers Assn. at Miami Beach, it became clear that independent dealers had been united by efforts of NADA to restrict the sale of new cars.

As the used-car dealers see it, the question is one of free competition—and the used-car dealers intend to provide the competition.

The used-car dealers see themselves performing a public service by bringing new cars into an area to fight what they charge are packed prices.

Once used-car dealers appeared to be on the defensive.

* * *

THEIR new aggressive attitude may be traced to:

1. NADA's failure to push through Congress amendments to the anti-trust laws which would permit penalties against new-car dealers who sold new cars to used-car dealers for resale.

2. **Statements in opposition to NADA's plan from the Federal Trade Commission and the anti-trust division of the Justice Department.**

3. Believing they have the full force of the Federal Government behind them, used-car dealers have instituted antitrust suits against new-car dealers, newspapers and others, charging conspiracy to restrain trade.

* * *

THESE factors also have had an influence on the factory position. While most of the manufacturers have come out in opposition to new-car bootlegging, some have assigned men specifically to the problem, from a legal standpoint factories must take the position that their hands are tied by failure of Federal legislation to permit penalties, as well as the stands taken by FTC and the Justice Department.

However, the dealer-of-the-street attitude is this:

"With factories, antibootleg action comes first after sales races."

Throughout most of the postwar period, the situation on bootlegging was what might be called fluid. It itched more than it hurt. New-car dealers were making large profits anyway.

Few in the industry were sure who was doing what to whom. Wild charges were made on both sides. Fighting tactics were incautious. Everyone blamed everyone else for the problem.

* * *

NOW the blame is fairly well fixed and the "bootlegger" is identified, although his identity tends to become obscured in the heat of debate.

But, at least in the beginning, every careful student of the problem, including Frederick J. Bell, executive vice-president of NADA; Charles Freed, president, and Costely, starts out by identifying the bootlegger as the new-car dealer who supplies the used-car dealer.

They say that the new-car dealer who supplies the market is a traitor to his brother dealers, while the used-car dealer is merely making the most of his opportunity.

However, after the first careful identification, new-car dealer leaders tend to warm up to their subject and soon are calling the men who retail the cars, obviously used-car dealers, the bootleggers.

* * *

DAMNED or not, it is clear that most used-car dealers are not interested in selling new cars.

Most used-car dealers look on the used car as the basic American car. It offers good transportation at a price all can pay. They contend that prices on new cars, equipped as most buyers want them, have moved out of the range of the great mass market.

So, by far the great majority of used-car dealers—some say 90

(Continued on Page 4, Col. 1)

State Road Chiefs Back President's Highway Program

SEATTLE. — The American Assn. of State Highway Officials, at its annual meeting here, gave enthusiastic support to President Eisenhower's proposal for a greatly expanded highway construction program and recommended "a new program with the necessary capital expenditures substantially financed by the Federal Government."

The states should be responsible for the design and construction, the association added, and the states should "assume cost of maintenance, operation and policing of the system, which is to be constructed to adequate standards," as promulgated by the group.

The group said a program should be adopted so that the interstate system and its urban extensions would be completed within 10 years "to further the national defense and the peacetime economy."

AASHO also went on record as favoring continuance of Federal funds for the Federal-air secondary, urban and primary highway systems, less the interstate portion, "in at least the same amount as at present."

In a collateral development, a special Governors Conference committee, studying President Eisenhower's highway proposal, recommended that the Federal Government spend $25 billion in the next 10 years for interstate highways, as well as continue to aid with primary and secondary roads.

Meeting in Chicago, the committee declared that the Federal Government should assume primary responsibility for the interstate system to guarantee uniformity, particularly as long as the Federal gas tax remains in effect.

Business Barometer

Auto Production — 127,580 cars and trucks in week vs. 71,731 year ago.

Bankruptcies — 208 in week vs. 223 in 1953.

Business Loans—Up in week by $29 million.

Business Population—4.2 million companies, unchanged from year ago.

Business Volume — 102.1 percent of 1935-39 index vs. 107.4 year ago.

Department Store Sales—2 percent behind last year.

Freight Loadings — 708,757 cars vs. 727,058 year ago.

National Income—$305 billion in 1953 vs. $88 billion in 1929.

Oil Stocks — 267,049,000 barrels vs. 270,402,000 week before.

Steel Output — 79.3 percent of capacity, same as week before.

Wholesale Prices—109.7 percent of 1947-49 level, unchanged.

* * *

Common Stocks

	Nov. 23	Nov. 17	1954 High	1954 Low
Am. Motors	9⅞	10	14¾	9¾
Chrysler	62⅝	62⅝	70	56¼
GM	92¾	90⅞	95¼	58¾
Kaiser	2	2⅛	2⅝	1⅛
S-P	10½	10¾	13⅜	10½
Average	35.50	35.27		

Chrysler Unveils New Army Truck—

The T55, an experimental all-aluminum Army truck weighing 6,000 pounds less than conventional models and utilizing a fuel injection system, hydraulic disc brakes and ball join suspensions, has been demonstrated by Chrysler Corp. It is an "idea" truck not scheduled for quantity production. Each wheel is individually suspended. The cab has an open top which can be covered with a plastic cover. The truck has a waterproof six-cylinder, 200-horsepower, air-cooled engine and is capable of speeds over 60 miles an hour.

Dispute at Body Plants A Threat to Plymouth

By Joseph M. Callahan
Staff Writer

STOPPAGE of Plymouth production became a definite possibility last week following ratification by the UAW executive board of an overwhelming strike vote at Chrysler Corp.'s automotive body division.

LABOR FRONT

A union spokesman said that, although talks with the company were continuing, little "tangible progress" was being made. Both union and management officials strongly hinted that the situation was becoming critical.

"Everything has been cleared with the International and with the membership," the union spokesman declared, "and now it's up to Emil Mazey (UAW secretary-treasurer) as to when and if the plug will be pulled."

The automotive body division, which consists mostly of the former Briggs body plants, makes all Plymouth bodies and a few special Chrysler bodies.

* * *

QUESTIONED about the soundness of calling a strike just when Chrysler was getting back into production, the union official said:

"Well, we have these problems and they have to be settled. We couldn't raise these issues last summer when they weren't making cars, could we? You have to go in there when you've got bargaining power."

Some of the smaller issues reportedly have been solved. But the principal issues, including a contract for the office workers and the discharge of 25 employes, were still unresolved.

A strike also has been voted at the DeSoto division by a large margin. As yet, the UAW executive board has not approved this strike and no meetings are being held.

* * *

Ford Talks Expected

IN CANADA last week the strike of 7,900 workers against Ford Motor Co. of Canada was continuing, although there were reports that talks would resume soon.

Involved in the strike, which began seven weeks ago, were 5,200 at the Windsor (Ont.) plant, 2,600 at the Oakville (Ont.) plant and 100 at a Toronto parts depot.

The strike grew out of the expiration of old contracts and the inability of the union and management to come to new terms. The firm has offered a four-cent hourly raise.

* * *

Pickets in Portland

ON THE dealership front, pickets were reported last week at two Portland (Ore.) firms, Loder Motor Co. (Oldsmobile), and Joe Fisher Co. (Dodge-Plymouth).

The Loder dispute resulted from the union's insistance that a union shop provision be included in the new contract for the mechanical employes.

Wayne P. Loder, manager of the company, said he was oppo-

(Continued on Page 6, Col. 3)

Rambler Discounts Up

AMC Offering 'Competitive' Prices, New Bonuses; Studebaker Tags Up $14-$92

By Bob Sheldon
Associate Editor

A BOOST of 1 to 2 percent in dealer discounts last week put most 1955 Rambler models in a class with those of the low-priced Big Three. Hudson, as well as Nash dealers, will handle the Rambler line for 1955.

Coincidentally, George Romney, president of American Motors Corp., announced the "lowest competitive prices in the industry" for the '55 Ramblers.

Based on a new freight-charge formula, the prices of five models are up $19 to $64 over last season's counterparts, while those of two others have been reduced $2 and $22.

* * *

THERE were these other developments last week on the new-car price front:

1. **Because of a revision in the factory's provision for excise, overhead and handling, Lincoln prices were pegged $2 under the levels prevailing at the close of the 1954 model year. Lincoln absorbed a further adjustment in freight.**

2. Studebaker jacked up its 1955 prices $14.12 to $92.25 on 23 out of 24 models as it got in line with the industry's freight cutback. All prices, except for one model, remained below those of 1954.

* * *

THE Rambler discounts now in effect are 22 percent and 24 percent, varying with the model series.

The so-called quantity discount—a form of bonus, paid on the basis of volume of cars sold during a model year—has been abolished for this make.

Instead, AMC now is offering a flat bonus for each Rambler sold, with the size of the payment depending on whether a dealer is located in a single-dealer city, a multiple-dealer city or a metropolitan area.

In many respects, the Rambler discount setup now resembles the Chevrolet plan. Except for price-leading models, the Rambler's base

(Continued on Page 6, Col. 1)

Wires Pour In from Dodge Dealers—

R. C. Somerville (left), Dodge sales vice-president, and L. F. Desmond, general sales manager, wade through more than 2,000 congratulatory telegrams from dealers following introduction of the new models. According to Somerville, there are shortages in all series, especially in the Lancer hardtop models. Production has been stepped up to fill the 91,661 orders on hand, he said.

Chrysler Output Upped 10% to Meet 'Flood of Orders'

DETROIT.—With production of 1955 models already over the 100,000 mark, Chrysler Corp. last week raised its scheduled fourth-quarter output to about 280,000 cars, an increase of more than 10 percent over the previously announced target of 250,000.

C. L. Jacobson

Daily rate of incoming dealer orders is more than double the current daily output of the company's five lines, C. L. Jacobson, vice-president, said.

"Dealer orders for Plymouth, Dodge, DeSoto, Chrysler and Imperial passenger cars total more than 350,000," Jacobson said. "These initial orders are being received at the rate of more than 10,000 a day."

Employment in the company's U. S. plants has passed the 140,000 mark, Jacobson said.

Early to Press

Because of Thanksgiving, this issue of Automotive News went to press on Wednesday, Nov. 24, a day earlier than usual.

Dealers tell me

By John O. Munn

OF COURSE, automobile dealers have recently had some good years. We ought to be proud of this fact and in no way ashamed. We sell a larger volume of merchandise than any other independent business man on Main Street and, as it has so frequently been said, the purpose of business is profit.

But recently we have experienced a blitz year, a giveaway year. Let's make next year a profit year. Let's keep our mind on our statements, rather than on volume. I can't go along with the idea of having dealers told, "The factory has been pretty good to you. You shouldn't mind losing a little money in order to let the factory gain the top position."

Let's stop and think. Were the factories responsible for dealers' postwar profit? Was not all business profitable when we all were striving so hard to fill up the void in merchandise caused by the war? Was it not the condition of the economy—not the factory—that was responsible for dealers' profit in the lush years?

A dealer should permanently benefit by such a situation and keep his finances intact so as to weather economic storms, if and when they occur. Dealers should be cheered for their courage. They entered the war with the expectation of loss, but with the firm resolve to keep the personal transportation system of America functioning when the movement of goods and people were so important to the war effort. The automobile manufacturers did not have to take this chance with their investment. While automobile production was cut off, they received war contracts that helped to assure profit.

• • •

Rewarding Courage

OF COURSE, I don't want to take any credit away from the manufacturers for the wonderful job they did during the war. I merely want to point out that the dealer situation was more precarious and that their courage should be rewarded. The profits resulting from this courage should not be dissipated in the battle for percentage-of-price class.

Neither do I think dealers should be disturbed because a lawyer in the Justice Department recently said to the Senate Committee on Interstate and Foreign Commerce: "The fact that bootleg sales are so prevalent in the automobile industry may indicate that a large segment of the purchasing public favors a new method of distribution in the automobile industry." The ultimate destiny of our trade will be determined on economics, rather than the opinion of a government lawyer who probably has had little experience in business, let alone our business in particular.

As we enter the postwar merchandising era, the cost of distribution will always be challenged. This is as it should be. We embrace every cost-reducing program in manufacturing and every attempt will be made not only in our industry but in the whole field of commerce to cut the cost of bringing the product to the consumer.

Never fear. There never will be a supermarket of selling all makes of cars. Cars are not a commodity. They are a capital investment. They are a specialty. A customer comes in the market not daily or even not yearly. To keep our factories going requires a specialty sales effort.

This trade has had experience with supermarkets. They were failures. Away back when used cars became a factor in this trade, in a great many towns automobile dealers got together, reconditioned their used cars in one shop and placed them for sale in a big supermarket. It just did not work, and the supermarkets soon passed out of the picture in favor of individual dealerships.

• • •

Store Tax Threat

MOST factories tried direct selling many times in the past. That, too, was a failure. It was the reason why some manufacturers passed out of the picture. If the factories would attempt direct selling again, chain store tax would probably be passed in every state at a rate to more than equal the present dealer discount.

Automobile retailing—made up of thousands of individual independent business men—will always be subject to forces and events which are beyond their individual power to cope. Permanence and profit depend on good management and conducting their individual institutions in public interest. We must not be thrown away from our goal by taking stock in the opinion of one individual, even though he may be a high government official. Neither should we knowingly suffer a loss for the benefit of our source of supply.

But to correct conditions, which are beoynd our individual control, we must look to local, state and the national associations. We must continue to support them vigorously with membership, action and money. It's the trend of the times. Whether we like it or not, in our present economy pressure groups and economic power will continue to exercise great influence on us as individuals. Our trade must match this power by tight organizations, including all dealers, to assure that these great

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New Officers and Trustees of Ohio Dealer Organization—

Gathered for their first meeting are recently elected leaders of the Ohio Automobile Dealers Assn. Front row (from left): Fred Pond, Mount Vernon; Frank Link, Sandusky; Kelly Dunn, Port Clinton; H. K. Raney, Dayton, and Dan D. Gross, Moline, trustees; Birkett L. Williams, Cleveland, NADA director; Walter Grabski, Cleveland; L. J. Trautman, East Palestine, and O. D. Wearley, Toledo, trustees.

Second row: Walt R. Hamer, Columbus, executive secretary; D. C. Corbin, Akron, president; Robert H. Eddy, Toledo, retiring president; E. A. Molenske, Youngstown, and Edgar G. Planck, Columbus, vice-presidents; Lynn B. Timmerman, Lima, secretary; Frank E. Williamson, Marietta, treasurer; E. H. Sale, Ashland; George G. Llewellyn, Lorain; A. F. Schatz, Defiance, and Arden Rutan, Kent, trustees.

Back row: G. Robert Fellows, Steubenville, trustee; A. E. White, Columbus, NADA director; William A. McCoy, Wilmington; M. R. Purdy, Van Wert; Chester C. Adams, Cadiz; Glenn C. Teegardin, Troy; Ralph W. Yontz, Cuyahoga Falls; James Berry, Cleveland; W. J. Sander, Cincinnati; Clifford Jacobs, Cincinnati; Clyde Frost, Mechanicsburg, and Harry Burnsteen, Wooster trustees.

N. C. Bootleg Sales Put at 1,761 for '54

RALEIGH, N. C.—A total of 1,761 cars was sold in the state by non-franchised dealers this year through Nov. 19, according to the North Carolina Automobile Dealers Assn.

The breakdown is as follows: Buick, 49; Cadillac, 33; Chevrolet, 959; Chrysler, 2; DeSoto, 2; Dodge, 2; Ford, 550; Lincoln, 1; Mercury, 27; Nash, 6; Oldsmobile, 48; Packard, 1; Plymouth, 40; Pontiac, 38; Studebaker, 2, and Willys, 1.

Louisville Dealers Reelect MacLean

LOUISVILLE.—W. H. MacLean, of George Byers' Sons (DeSoto-Plymouth), has been reelected president of the Greater Louisville Automobile Dealers Assn., which, at the age of one year, represents 28 of the 32 dealers in Louisville.

Other officers are J. A. Dishman, of Tri-City Oldsmobile Co., vice-president, and C. F. Smith, of C. F. Smith Motor Co., secretary-treasurer.

Directors named to two-year terms are Darrell Swope, of Koster Swope Buick Co.; Glenn Van Slyke, of Louisville Motors (Ford); Carl O'Daniel, of O'Daniel Motors (Studebaker), and Smith.

Quartet Helps Inaugurate R. I. Dealership—

At hand for the opening of Motorville, new DeSoto-Plymouth dealership in Providence, R. I., were the Billy Williams Quartet and three New York models. Standing, third from left, is Melvyn Brodsky, president, and seated at desk, Sumner Pomeranz, vice-president.

Just Like Old Times . . .

Cars Scarce Again For Many Dealers

By Robert M. Lienert
Associate Editor

A GROWING problem—of pleasant proportions — last week faced more and more new-car dealers.

For the first time in two years, they were finding it difficult to get enough new cars to deliver to clamoring buyers.

AUTO SALES

While reports of discounting tended to indicate that some dealers might be forcing sales, the fact remained that retail orders so far are outdistancing factory deliveries.

• • •

A NUMBER of dealers said last week that they were reminded of the late 1940s, when big crowds pushed in to see the first major postwar model changes. A few said public interest this fall is in a class by itself.

Much of the sales activity stems from pentup demand created at the tail end of the '54 model season and from the terrific advance buildup on the '55 models.

New-car excitement broke loose with the introduction of '55 Studebakers and began to boom with the debuts of Chevrolet and Pontiac. Introduction of the long-awaited Chrysler Corp. lines pitched the fever even higher.

Dealers say they note increased traffic in their own showrooms every time a competitive new model is introduced.

• • •

THERE apparently is a continuing trend toward the luxury models. The biggest pinch in deliveries has developed in the Ford Fairlane, Chevrolet Bel Air and

(Monthly Sales Tables, Page 42)

Plymouth Belvedere lines and on the Pontiac Catalina models.

In cases where dealers have cars for immediate delivery, the cars are largely the "plain Jane" models.

Some dealers feel that orders, running as high as they are, should be coming in even faster, on the basis of showroom visitors. But nobody is complaining about the flow of business.

One dealer said he figured there weren't too many flakes among the crowds in his showroom. He said, "I've noticed that people aren't just coming in for five minutes. Some of them are staying for hours. It's more like an auto show."

As prospects milled around in his showroom, another dealer said, "It looks like they were all waiting for the '55s."

• • •

AN UPPER Midwest dealer said, "People have been asking lots of questions. They seem to be more product conscious—want to know what they're getting."

Dealers in Chrysler Corp. lines say their introduction period has been the best in many, many years. One New York City DeSoto-Plymouth dealer said he was closing a sale on a Plymouth before he found out the customer thought he was buying a DeSoto. The dealer said he had a rather difficult time convincing the customer that the car actually was a Plymouth.

Despite flourishing sales, reports of some discounting continue.

Gala Preview—

Les White (left), Chrysler-Plymouth dealer in South Gate, Calif., staged a gala preview of the new models, and the score was 16 orders, represented by the balloons displayed by Elmer P. Bromley (center) and Edward T. Cook, civic leaders of metropolitan Los Angeles.

Distribution Chaos or Public Service? . . .

Case For and Against Bootlegging

(Continued from Page 2)

percent of them—want nothing to do with the sale of new cars.

However, in some areas and under some circumstances, the new-car is attractive to used-car dealers. This group is said to be getting an increasing share of the new-car business.

The two groups once were at odds over the sale of new cars, but at the NUCDA convention they found that for the first time they were united on this question.

By resolution, NUCDA asserted that while it sought cooperation with other industry groups, it would fight to keep alive free competition in the auto business.

* * *

NUCDA'S general counsel, Joseph B. Danzansky, who, incidentally, is representing used-car dealers who are suing a group of Wichita (Kans.) new-car dealers under antitrust laws, puts NUCDA's stand this way:

"Where used-car dealers obtain new cars legitimately and retail them legitimately, they have a perfect right to the business. As between the new-car dealer and the used-car dealer, it is simply a matter of who does the best job of merchandising."

It is interesting to note that two of the most articulate exponents of either side of this question go to the same church, operate in the same market in Atlanta and are now brother new-car dealers.

One is Costley, who in his study says that the basis of new-car bootlegging is profit, that it threatens auto distribution as we know it, and that it can be stopped only by shutting off the source.

The other is James C. Downing, a former U. S. economist who has operated for a year as a new-car dealer, but who was a leading figure in the growth of the national used-car dealer organization and once served as NUCDA's president.

(Downing backs the cause of the used-car dealer only in a theoretical sense. As a new-car dealer he is not engaged in selling new cars outside his own line.)

* * *

COSTLEY said that freight differential, over-production and maldistribution contribute to some extent to bootlegging, but in his view the prime cause is a "quick buck."

Used-car dealers interviewed at the NUCDA convention grant that profit is at the bottom of this aspect of the business, as it is with any aspect, but from there on out they fail to see eye to eye with the new-car dealers.

For example, how does the profit possibility arise? How can a used-car dealer compete on price when he must buy second or third hand from a new-car dealer, while the new-car dealer buys direct from the factory?

New-car dealers had contended before freight adjustment by factories that the differential opened the way, since the used-car dealer could towbar at a cost less than the charge made by the factory.

Costley said that the standards of operation required of a new-car dealer adds about $200 in overhead to the cost of a car which he retails, while the used-car dealer retails with an overhead of only $25 a car.

* * *

HE CITED a hypothetical case of a small Georgia new-car dealer with a sales expectancy of 10 cars a month. Suppose, Costley says, he sells these cars in his area at normal profit and winds up with a profit of $1,000 a month.

Then, said Costley, suppose he convinces the manufacturer that he is a great merchandiser and can sell another 25 a month.

With his normal profit and expenses already covered, he can sell these with no overhead to a used-car dealer outside his area for $50 over cost. Thus he can more than double his normal profit with a little finagling.

The used-car dealer, paying $50 over cost and $25 overhead per car can still beat the franchised dealer by $100 a car.

* * *

THAT'S how the new-car dealer sees it. Used-car dealers don't agree. Downing contends that the standards of operation which Costley speaks of are largely service buildings and equipment.

But, says Downing, if the new-car dealer does a good job of servicing cars, his service profits will cover his fixed expenses and on overhead he will be in a competitive position with the used-car dealer. Downing says his service absorption is 106 percent.

Used-car dealers generally contended that the key to profitable new-car sales by used-car dealers is not freight or overhead but packed prices on the part of dealers in some areas.

"It gets down to this," one dealer said, "packed prices leave a margin for free enterprise on the part of the used-car dealer, and he is performing a public service by providing competition."

* * *

MOST manufacturers have come out publicly in opposition to new-car bootlegging.

However, used-car dealers (as well as some new) are somewhat dubious of factory sincerity when it comes to a sales race.

One used-car dealer contends that a dealer for a top-selling line has a reputation for selling more cars out of state than any other. Shortly after his factory publicly opposed bootlegging, it appeared that he was in danger of losing his franchise. Yet that storm blew over and several months later this dealer was given an additional franchise for the same make.

* * *

TEXAS, where the independent spirit is still high, is one of the strongholds for used-car dealers selling new cars.

Tom Blundell, manager of the

(Continued on Page 8, Col. 1)

Editorial Page . . .

hereafter will be on Page 12.

K. C. Club Peeks Behind '55 Curtain—

A private new-model preview for the Mercury Club of Kansas City was given by Jackson Motors, Inc. (Dodge-Plymouth). Roland H. Record is president of the dealership.

37th Annual Turin Show To Run Apr. 20-May 1

TURIN, Italy.—The 37th International Motor Show of the Italian Automobile Manufacturers Assn. will be held Apr. 20-May 1 at the Salone Internazionale Dell'Automobile here, it was announced last week.

Address of the arrangements committee is Corso Galileo Ferraris 61, Torino (Torino), Italy.

Brunswick Chevrolet In New Home—

More than 6,000 persons attended the three-day opening ceremonies of the new 25,000-square-foot building of Brunswick Chevrolet Co., Lawrenceville, Va., coinciding with the announcement of the new models. Robert S. Watkins is general manager.

Curtice Looks to Congress For Bootleg Answer

(Continued from Page 1)

ably build its second 50 million vehicles by 1968.

* * *

ASKED about GM's current 52 percent share of new-car sales, Curtice said his company has no plans to retrench from its goal of "a fair share of the market."

"We can't cut production and discriminate against the people who want to buy a car of their choice," Curtice said.

He expects Chevrolet "will maintain its traditional leadership in the low-price field during 1955" and said Chevrolet will continue to build its Corvette with a plastic body.

He predicted that horsepower will be increased gradually in GM's cars as the engineers "get more economy out of our present good engines."

* * *

CITING America's "desperate need" for better highways, Curtice praised President Eisenhower's proposal for a $50 billion interstate system.

He refused to discuss the UAW's guaranteed annual wage proposals, saying he prefers to negotiate labor contracts across the bargaining table and not in headlines. He did comment that the consumer will be the determining factor on seasonal buying, not management or labor.

Replying to recent criticism, Curtice noted that GM "has been awarded no new defense projects since President Eisenhower was inaugurated." As a result he expects GM's defense business "will decline importantly" in 1955.

* * *

IN A talk carried by special television and telephone hookups to civic luncheons Tuesday in 65 cities across the nation, Curtice declared that the national economy "is showing renewed strength" and that he is "optimistic about business in general for the next calendar year."

In praising the work of employes, suppliers and stockholders in production of the 50,000,000 vehicles, Curtice had this to say about GM dealers:

"Highly important as members of the team are our 18,000 dealers. Cars can only be produced about as fast as they are sold to customers. Without sales, production stops. Furthermore, two used cars have to be sold for each new-car sale. Thus, the production of 50 million new cars actually meant about one hundred and fifty million sales."

* * *

THE Flint celebration began at 9:45 a.m., Nov. 23 when the body of the car designated as GM's 50 millionth—a 1955 Chevrolet Bel Air sport coupe—was lowered onto the chassis at the "body drop" point on the Chevrolet assembly line. Hardware of the historic car was gold-plated and other parts were painted gold.

Headed by Curtice, top GM executives and over 100 newsmen from across the nation followed the car down the final assembly line to its completion. Curtice spoke briefly to employes in the Chevrolet plant.

An hour-long parade featured 18 floats, golden cars or trucks representing all GM passenger-car and truck divisions and marching units.

An eight-car "golden train," pulled by a gold-painted GM Electro-Motive Diesel locomotive, carried 300 civic and industrial leaders from Detroit to Flint, where they watched the parade with Flint leaders from reviewing stands.

The parade terminated in downtown Flint at the IMA Auditorium, where 1,200 guests attended a civic luncheon. They watched a 10-minute "Ballad of Progress" show with a New York cast of singers and dancers, and heard a talk by Curtice.

Joins Packard—

Lee's Packard in Jamaica, N. Y., is the newest Packard dealership there. Shown (from left), are Lee Fears, president; Lee Fears Jr., vice-president, and J. J. Hallinan, assistant zone manager.

More Makes Join In Cutting Freight To Distant Points

(Continued from Page 1)

truck makers have yet to alter their freight setups.

* * *

AMC last week announced that a new maximum freight charge of $135 had been set on the Rambler for Nash and Hudson dealers.

Last year's maximum charge to the West Coast for the Nash Rambler was $224. Maximum savings under the new setup, therefore, will be $89.

Freight charges on the Rambler have been revised in all areas of seven states west of the Rockies. This minimum distance ranges 1,000 to 1,200 miles from the factory in Kenosha, Wis.

While portions of Florida are as far away, the freight rates there are unchanged because they fall under the $135 maximum.

AMC did not indicate whether freight charges on bigger Nash and Hudson models would be revised, but it appeared virtually certain that they would have to be changed to conform to competitive pressures. Announcement is expected when the remaining AMC '55 models are introduced.

* * *

STUDEBAKER, after lengthy study of the situation, also revised its freight structure last week.

New Studebaker maximums are $140 on the Champion and $159 on the Commander and President. Last year's maximum charges to the most-distant points were $253 on the Champion and $297 on the Commander.

As a result, comparative savings under the new rates are $113 on the Champion and $138 on the Commander.

Studebaker's new maximums are not computed on a strict mileage basis. A spokesman explained the new setup this way:

"In cases where freight last year was less than the new maximum, the old charges will apply. In cases where charges were greater last year, the new maximum charges will apply."

* * *

IN PRACTICE, this area of transition falls approximately 1,200 miles from the Studebaker plant in South Bend.

The Rambler maximum of $135 and the Studebaker Champion maximum of $140 compare with $139 for Ford, $140 for Chevrolet and $141 for Plymouth.

The Studebaker Commander maximum of $159 compares with $162 for both Pontiac and Dodge and $168 for the Oldsmobile 88.

Lincoln, which participated in the original Ford Motor Co. freight revision of Oct. 21, put further revisions into effect last week. The new freight tables reduced the maximum freight charges progressively by as much as $49. This was in addition to the maximum cut of $125 announced in October.

* * *

LINCOLN'S second revision applies in areas more than 1,500 miles from the factory. Average maximum charges, to the most-distant West Coast points, are $195 under the new plan.

With the preliminary revision, they had been $244 and the original 1954 maximum charge had been $369. Savings on the Lincoln now average $174 from the original 1954 rate.

Lincoln's new maximum of $195 compares with $197 for the Chrysler New Yorker and Imperial and $200 for Cadillac.

* * *

A SECOND round of freight revisions on the Mercury is anticipated this week when the '55 models make their debut.

New maximum transportation charges on Dodge trucks were put into effect last Monday (Nov. 22) by the factory. They are effective in the 11 westernmost states.

The new maximum is $140 on the half-ton pickup and $210 on the two-ton chassis-cab model. These prices are identical with new freight charges on Chevrolet and GMC trucks.

PACKARD PROGRAM KEEPS MOVING AHEAD

1955 PRODUCTION UNDERWAY!

Dealer Organization Grows!

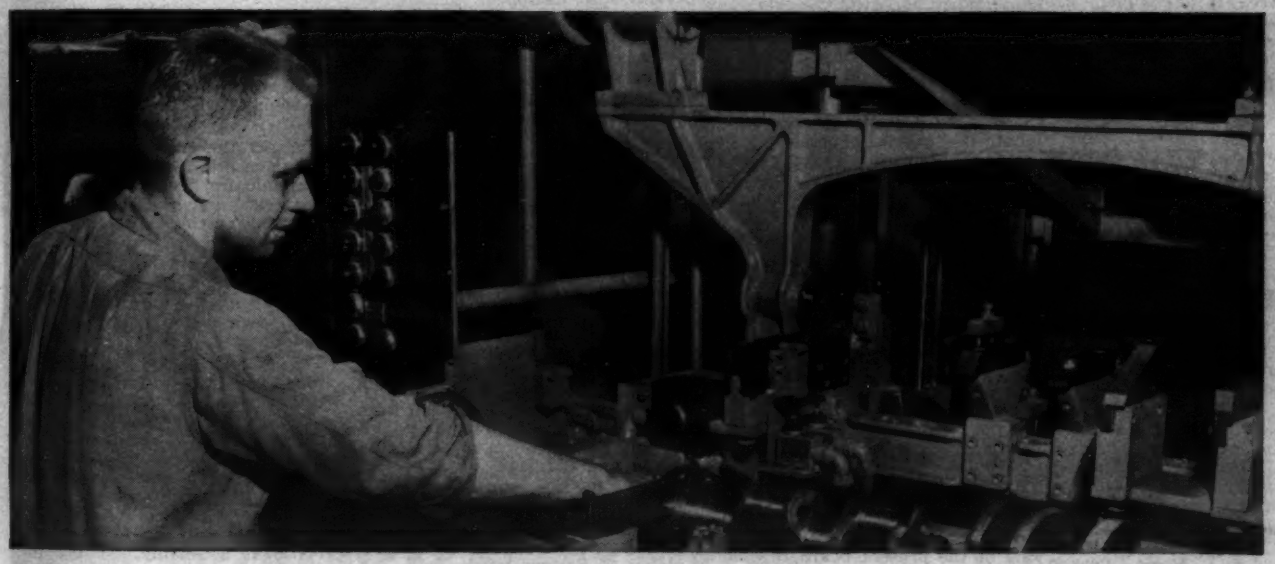
The power to build and the power to sell . . . both are being increased at Packard, as a result of the company's great program. Meet a few of Packard's newest dealers:

Ralph Gorelick signs the franchise (upper left photo) for Burton Motor Sales, Inc., in Wayne, Michigan. Ross Schroeder, left, is the Packard representative.

E. A. Root signs as new dealer in Ladysmith, Wisconsin. (Upper right.) Seated with him is Dewey Manning, Minneapolis zone manager; standing, Walter Peterson, Jr., district manager.

Leo Feore is president of Lee's Packard in Jamaica (Hollis), New York. (Lower left.) Packard zone official, J. J. Hallinan, is seated with him. Standing is Leo Feore, Jr., vice president of the new dealership.

James Abernathy, center, is congratulated by A. R. Marzelli, zone manager, and James Marooney, right, district manager. He's the new Packard dealer in Willimantic, Conn.

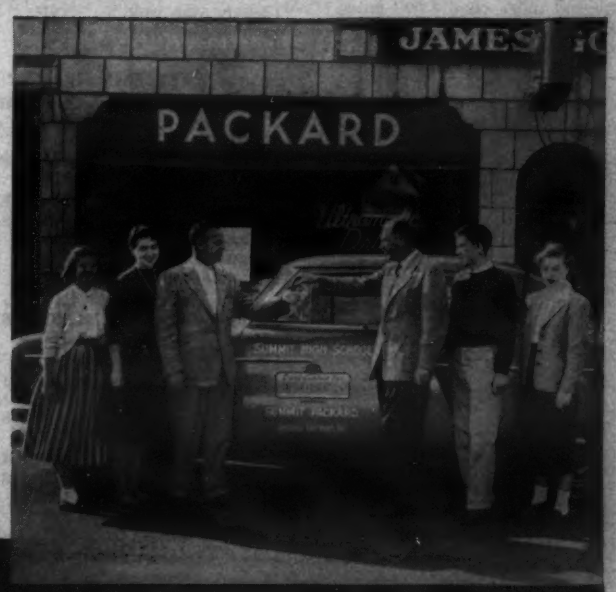


Packard Precision Test!

ULTRA-MODERN MANUFACTURING LINES at the company's new engine and transmission plant north of Detroit began to hum last week as 1955 models went into production. At left, a quality control engineer checks a camshaft as it moves along the line. At the same time, Packard's new car body and final assembly facility in Detroit is being geared for production of all-new Packards and Clippers. Also making subbody assemblies, this plant is the first such combination operation in the industry. More proof of Packard progress!

Two Leading Citizens!

PACKARD DEALERS are leaders in their communities. Another honor has come to General Joe Foss, right, Marine Ace of World War II and Packard dealer in Sioux Falls, South Dakota. In the recent elections, he was chosen governor of the state. On the far right, Packard dealer James Gorman is shown presenting a new Packard Clipper to Stuart V. Reed, Superintendent of Schools in Summit, N. J., for use in student driving training.



Packard A Good Franchise for Today... and Tomorrow

Bonus System Revised . . .

Rambler Discounts Up In Competitive Bid

(Continued from Page 2)

and retroactive discounts, as well as the manner in which they are computed, are similar to those normally awarded by Chevrolet.

* * *

HAILING AMC's new price structure for the Rambler, Romney departed from a time-honored custom of auto makers, and referred to his competitors by name.

Rambler prices are lower in each instance, he said, than comparably equipped Ford, Chevrolet and Plymouth models.

Prices begin at $1,585 for the Rambler Deluxe two-door sedan, making it the lowest-priced American-built car, Romney declared. It is $100 lower in cost than any other sedan on the market, he said. (Chevrolet has a two-door sedan at $1,685.)

The corresponding '54 Rambler sold for $1,550. Romney explained that the price hikes made in the Rambler line were "due to freight charges, product equipment changes and product improvement, and increased dealer discounts."

* * *

HE SAID, however, that a strong price position could be maintained for the Ramber because:

Competitors had boosted prices.

AMC had effected economies through various facets of the Nash-Hudson merger.

AMC's freight equalization took advantage of a Wisconsin plant site, 200 miles nearer the West Coast than the FOB point used by other makers.

AMC expected a rise in Rambler sales that would enable it to attain volume production efficiency equal to that of the largest producers. Romney said that optimum production efficiency could be found at a rate of 800 to 1,000 cars a day.

* * *

AMC is looking for sales increases, Romney said, in the doubling in size of the Rambler dealer organization and in an anticipated swing to cars of the Rambler type brought about by traffic congestion, the growth of suburban living and the ascendancy of multiple-car families.

The prices announced by Lincoln, though off $2 from the late 1954 schedule, actually represent a $26 net gain over the prices used during most of the '54 model run. The '54 prices were raised $28 at the time of Ford Motor Co.'s first freight-fee realignment in October.

* * *

LAST week, another freight adjustment was instituted for Lincoln, with charges on cars delivered more than 1,500 miles from Detroit reduced progressively as much as $49.

Lincoln power steering has been trimmed to $129 from $155.90. Multi-Luber, a new option, is $43.

Though spanning a wide range, most of the increases made in Studebaker's 1955 prices top the $50 mark. One model—the Champion Deluxe station wagon—was reduced $9.36.

Studebaker started off its 1955 model year with a price slash, and all save one of the adjusted '55 prices were $17.05 to $246.98 below the 1954 prices, even after the freight equalization was figured in.

* * *

THE one price which went up—that of the Champion Regal station wagon — is $16.26 higher than its 1954 counterpart.

C. K. Whittaker, vice-president, said that the new adjustment kept Studebaker prices on all models in the same relationship to competitors as existed before the round of freight-realignment programs.

Whittaker wrote dealers that "after giving effect to these price and transportation adjustments, we find that the very favorable competitive position we have enjoyed since the introduction of our 1955 models is fully retained in all parts of the country."

Studebaker, he said, has produced on overtime since Oct. 25 in an effort to keep up with demand and "has plans at the earliest possible date to increase the daily output rate."

* * *

FOLLOWING is a complete list of the new and old advertised-delivered prices for Lincoln, Rambler and Studebaker:

Lincoln

CUSTOM

MODEL	1955	1954
4-door sedan	$3,563.00	$3,565.00
Hardtop coupe	3,666.00	3,668.00

CAPRI SPECIAL CUSTOM

4-door sedan	$3,752.00	$3,754.00
Hardtop coupe	3,910.00	3,912.00
Convertible	4,071.50	4,073.50

* * *

Rambler

DELUXE

MODEL	1955	1954
4-door sedan	$1,695.00	None
2-door sedan	1,585.00	$1,550.00

SUPER

4-door sedan	$1,798.00	$1,800.00
2-door sedan	1,683.00	1,705.00
Hardtop	None	1,805.00
2-door stat. wag.	1,869.00	1,865.00

CUSTOM

4-door sedan	$1,989.00	$1,970.00
Hardtop	1,995.00	1,955.00
Convertible	None	1,985.00
2-door stat. wag.	None	1,955.00
4-door stat. wag.	2,098.00	2,055.00

* * *

Studebaker

CHAMPION CUSTOM

MODEL	Adjusted Price	Former Price
4-door sedan	$1,783.24	$1,730.00
2-door sedan	1,741.02	1,685.00

CHAMPION DELUXE

4-door sedan	$1,885.16	$1,830.00
2-door sedan	1,840.55	1,780.00
5-pass. coupe	1,874.50	1,845.00
Station wagon	2,140.64	2,150.00

CHAMPION REGAL

4-door sedan	$1,993.27	$1,925.00
5-pass. coupe	1,974.50	1,945.00
Hardtop coupe	2,128.76	2,085.00
Station wagon	2,311.59	2,255.00

COMMANDER CUSTOM

4-door sedan	$1,918.72	$1,835.00
2-door sedan	1,873.00	1,790.00

COMMANDER DELUXE

4-door sedan	$2,013.64	$1,935.00
2-door sedan	1,969.03	1,885.00
5-pass. coupe	1,989.00	1,950.00
Station wagon	2,274.12	2,260.00

COMMANDER REGAL

4-door sedan	$2,127.25	$2,035.00
5-pass. coupe	2,094.00	2,055.00
Hardtop coupe	2,282.24	2,215.00
Station wagon	2,445.07	2,365.00

PRESIDENT DELUXE

4-door sedan	$2,310.50	$2,245.00

PRESIDENT STATE

4-door sedan	$2,380.50	$2,315.00
5-pass. coupe	2,269.50	2,240.00
Hardtop coupe	2,455.50	2,390.00

Dodge for Waters—

William E. Waters (right), former general manager of a DeSoto-Plymouth dealership in San Francisco, signs a Dodge-Plymouth franchise. With him are S. C. Ransom (left), Dodge San Francisco regional manager, and David Greer, city manager.

S. C. Dealers Join in Road Planning—

City and state officials gathered with General Motors Club members in Columbia, S. C., to study a statewide highway expansion program. Shown (from left, seated) are Claude R. McMillan, the state's highway commissioner; R. T. Clarke sr., president of Central Chevrolet; Gen. Riley Ennis, commanding general of Fort Jackson, and C. G. Vogell, president of Mutual Motors. Standing: J. A. Cochran, safety director of the South Carolina Automobile Dealers Assn.; Francis M. Riordan, branch manager of GMAC; W. E. Hancock sr., president of Hancock Buick Co.; J. Clarence Dreher, mayor, and Gordon C. Campbell, state manager of Motors Insurance Corp.

Dispute at Body Plants A Threat to Plymouth

(Continued from Page 2)

ing a union shop provision because "all we're interested in is whether a man can do his work."

The Fisher disagreement also involves the absence of a union shop clause. Fisher employes reportedly accepted a contract in September which did not have the clause. But the local AFL Automotive Council refused to approve the contract and the council began picketing.

Fisher has announced that his employes have petitioned the National Labor Relations Board for a decertification election. He said that 95 percent of his employes now are on the job.

* * *

IN NEW YORK, 12 dealers have received letters from the AFL Teamsters informing the dealers that the union represents their salesmen and asking them to negotiate a contract. A number of preliminary meetings have been held but no contracts have been signed.

A Detroit concern, Walter Davison Co. (Dodge-Plymouth), has been informed that Local 376 of the AFL Salesmen's Union has withdrawn its petition for an NLRB election.

The union took the action after being told by the local board that Davison was outside NLRB jurisdiction.

* * *

NLRB Speaks Outs

LAST week the NLRB released two opinions in the Don Homer Chevrolet Co. (Detroit) case which to some extent typifies the thinking of the present board regarding dealership jurisdiction. Homer was ruled outside NLRB jurisdiction by a 3-2 vote.

A majority of the board—Chairman Guy Farmer, Philip Rogers and Albert C. Beeson—concluded:

"As we no longer use the 'franchise yardstick' to assert jurisdiction over automobile dealers, and as the employer's commerce data does not meet any of the other board established criteria for the assertion of jurisdiction, we grant the employer's motion and dismiss the petition."

In a dissenting opinion, Members Abe Murdock and Ivar Peterson, declared:

"We disagree with the dismissal of the petition in this case. It is clear from the record that the $230,000 worth of the employer's wholesale sales of used cars were made to out-of-state dealers who accepted delivery at the employer's local used-car lot in Detroit.

* * *

"IN THESE circumstances, we would assert jurisdiction over the instant employer under the board's direct outflow standard set forth in the Jonesboro case because, so long as $100,000 worth of cars crossed state lines, we find no substantial difference between the out-of-state dealers picking them up at the employer's lot and the employer delivering them outside the state."

This 3-to-2 division on the labor board, which most often favors management in close decisions, may disappear next month when Beeson retires from the board.

Beeson, appointed last February to serve out an unexpired term over labor objections, announced shortly after the November elections that he would not be able to accept the nomination for a new term.

* * *

THE two most likely possibilities regarding this open appointment are:

1. That President Eisenhower will appoint a middle-of-the-road board member who would be acceptable to the new Democratic Senate.

2. That the President and the Senate will not agree on a candidate, thus leaving the board unfilled and producing prolonged stalemates on all but the most non-controversial issues.

Meantime, in Port Washington (N. Y.), Local 259 of the CIO Auto Workers lost an election, 14 - 0, among the shop and service employes of Russell Buick, Inc.

Latest Auction Prices

An earlier press deadline, due to the Thanksgiving Day holiday, makes it necessary to omit the usual report on the Detroit Aptco auction prices this week. This regular feature will be back next week.

Palatka (Fla.) Dealers Set Up Association

PALATKA, Fla. — A dealer association has been activated in the Palatka area.

Elected as president was Wade D. Philips. Named vice-president was R. G. Williams, and secretary-treasurer, H. T. Hickenlooper jr.

Plymouth Cites Virtual Sellout Following Debut

DETROIT. — Plymouth dealers virtually sold out their initial shipments of 1955 cars in the first three days they were on public sale, William J. Bird, sales vice-president, said last week. He added that new shipments of cars were enroute to all dealers and that production is up to schedule to meet dealer demand.

Bird called the introduction of the 1955 Plymouth the "most successful in the history of the corporation." More people saw the cars, more orders were placed and more cars were delivered than on any previous announcement day, he said.

He estimated that 90 percent of the cars originally displayed had been sold within three days.

Bird said Plymouth was now producing more than 2,500 cars per day, and productioin was expected to exceed 3,000 daily within the near future.

"We believe we are going to have to get our production pretty near peak level and keep it there, because there is every indication that we have a very hot car this year," Bird said.

Munn

(Continued from Page 3)

forces will not interrupt our progress.

Several months ago I suggested means of encouraging dealers to join up and maintain membership in their organized groups. Since then I have received considerable correspondence on the best ways of selling dealers on the value of acting unitedly through their elected leaders. I received such a suggestion from Ralph E. Caveriee, secretary-manager of the Montgomery County Automotive Dealers Assn., located at Dayton, O. I recommend to you his version of "The Emblem of the Automotive Dealer Assn." which follows:

"I am the 'Insigne' of an Association of Franchised New Automobile and Truck Dealers, who recognize and respect their obligations to the citizens of their community.

"I am a 'Symbol' of Fair Trade Practices and represent only those dealers who are pledged upon their honor to uphold these practices.

"I am a 'Shield' for the Customer against unfair and questionable business tactics.

"I am 'Representative' of the Courtesy, the Friendliness and the Extra Service that is commonplace between the local merchant and the customer.

"I am 'Symbolic' of that important link in the chain of our National Economy, joining together the source of the product and the ultimate Consumer—from Manufacturer to Dealer—from Dealer to Buyer — from Neighbor to Neighbor.

"Indeed, I am the 'Badge' of the Franchised New Automobile and Truck Dealer who so displays me—that Dealer or 'Small Business Man' who has been long regarded as the 'Back-bone' of our Nation's Industry—truly an integral part of our system of American Free Enterprise."

Preview for Ross Roy Employes—

An advance showing of the 1955 Chrysler Corp. models was held for employes of the Detroit office of Ross Roy, Inc., advertising and research agency. Ross Roy (left foreground) was host.

MECHANICAL "COPY TESTER" used in leading Philadelphia department stores!

Here's a copy tester without a peer (apologies herewith to Messrs. Gallup, Robinson and Starch!) It's the machine that tallies each day's sales in Philadelphia's department stores. And because these stores demand fast action every selling day, their FIRST choice is THE INQUIRER.

And THE INQUIRER stands FIRST *in national advertising, retail advertising, classified advertising and total advertising.* Good reason then for THE INQUIRER to be FIRST on *your* schedule in America's 3rd market!

Retail sales in DELAWARE VALLEY, U. S. A. top national average

Retail sales per family in Delaware Valley, U.S.A. are 4.6% higher than national average. Here, 2.9% of U.S. population accounts for 3.1% of total retail sales.

The Philadelphia Inquirer

The Voice of Delaware Valley, U.S.A.

Exclusive Advertising Representatives:

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
GEORGE S. DIX
Penobscot Bldg.
Woodward 5-7260

West Coast Representatives:

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

Case For and Against . . .

Bootlegging Debate: Chaos or Service?

(Continued from Page 4)

Texas Independent Dealers Assn., asserts that there is a good economic reason for this.

"Ours is a big state," Blundell said. "Distances are hard to comprehend. As a result, there are many small towns which are too small to support franchised dealers for several lines, but an independent dealer can provide a service by bringing in a few cars of each line."

Irv Rubin, a Cleveland used-car dealer, says "they'll never stop used-car dealers from handling new cars as long as new-car dealers in single-point towns pack prices."

The used-car dealers, Rubin contends, provide competition in the public interest.

Used-car dealers also report that there is a trend among newspapers, which once denied them the right to advertise new cars for sale, to open up their columns.

* * *

NEW-CAR dealers have not closed their eyes to their own sins in the bootlegging battle. For example, Costley asked:

"How bad are our public relations? I don't know, but when from $200 to $300 to $400 and, yes, even $1,000 in discount is offered on new cars by both new-car dealers and bootleggers, doesn't this make chiselers out of the rest of us in the eyes of the public?

"Incidentally, these big discounts by new-car dealers are sometimes known as 'market stimulators' if you have not heard.

"The worst of it is that we contribute to their methods when we subscribe to packs. We are helping to make our competitors profitable when we overcharge on our goods."

The next step for organized new-car dealers is to renew their efforts for antibootlegging legislation in the next Congress, starting in January. NADA has already laid the groundwork for this.

Organized used-car dealers have made it plain that they will put up a last-ditch stand in opposition.

* * *

AS FOR individual new-car dealers, Costley urged them to help themselves.

They can fight the pack with constant publicity on recommended new-car prices. (Costley recently ran a large display ad in Atlanta papers giving these prices.)

All changes are not bad, he said.

"Changes have occurred in practically all businesses, and, in most instances, these have been healthy. No amount of legislation could have forestalled the super market . . .

"We thrive on change, otherwise we would not have new models every year."

Among those he mentioned:

1. Volume display of new cars . . . Moving our goods out of the warehouses into sight of the public. "They seem to like it."

2. New-car dealers have a big profit potential in service.

3. There are clouds over the parts business, which needs our immediate and energetic attention.

4. Accessories. Why let all of this business go to the chain stores.

5. Insurance. A wonderful opportunity to add to our profits.

6. A crusade of truth will eventually overcome the screaming ads of misrepresentation.

* * *

COSTLEY concluded: "Finally, even a start back to respectability and profits may mean the changing of the dealer's entire attitude toward his business.

"If he begins to look upon his dealership as an opportunity and as a respectable and good business, he probably will begin to conduct it on that basis.

"If and when he does, we will begin to sell value, not price. He will begin to sell product, not allowance. And, above all, he will begin to sell himself and his dealership and not his competitor.

"By his actions, we shall know him."

GM Looks to Sale Of Million Auto Air Conditioners

DAYTON.—The number of General Motors cars sold with air conditioning will pass the million mark in the next six or seven years, Mason M. Roberts, Frigidaire general manager, estimated last week.

Frigidaire is producing a new combination cooling and heating system for 1955 Chevrolet V-8 models.

Through its compactness and ease of installation, the unit represents a tremendous forward stride in the auto air-conditioning business, Roberts declared.

Roberts said a recent survey revealed that of the motorists owning cars equipped with air conditioning, 97 percent said they would get it in their next car.

During the past two years, Roberts said, the industry has sold about 125,000 units.

Fisk Announces Tubeless Tire

DETROIT. — A tubeless tire, priced the same as a conventional casing and tube combined, has been announced by Fisk division of United States Rubber Co.

Each cord in the tire is saturated with latex and each ply of cords is coated with a bonding agent. The tire also has an air-tight liner made of butyl.

Company officials said the bead seal is so strong that the new tires withstood cornering tests in which the tires were nearly ripped from the rims. In impact tests, the tires showed no appreciable loss of air, they said.

Motor Month

Tacoma Dealers Provide Free Car Checks

TACOMA, Wash. — New-car dealers here report that "Auto Maintenance Month," during which motorists were offered free safety inspections for their cars, proved to be a successful venture.

Joining with the dealers in sponsoring the event during November were the Tacoma Safety Council and the Mayor's Safety Crusade Committee.

Participating were Brus Buick, So. Tacoma Motor Co., Walker Chevrolet, Steven Motor Co., Wakefield Motors, South Way Motors, Winthrop Motor Co., Irwin-Jones Motor Co., Munson-Smith Motor Co., Mallon Motors, Titus Motor Co., Boyd Motor Co., Kraus Motor Co., Tveten Motor Co., Ray Ridge Motors, Sanford-Nash, City Motor Co., Herb Satterlee Motors, Rowland Pontiac-Cadillac, Allen Motor Co. and Temple Motors.

Werle Honored—

Commemorating 20 years of association with Studebaker, M. M. Scovill, Studebaker regional manager in Minneapolis, presents a plaque to Floyd Werle, president of Empire Motors, Inc., Billings, Mont.

Racing Pilot Packs 200,000 Miles in Packard—

Traveling from Indianapolis in his 1930 model Packard touring sedan, Col. Roscoe Turner (at wheel), famed World War I aviator and race pilot, meets with Packard officials at the firm's proving ground in Utica, Mich. Turner says his car has traveled more than 200,000 miles without needing major repairs. Shown are (from left) Col. J. G. Vincent, Packard engineering consultant; Ray P. Powers, manufacturing vice-president; Tommy Milton, racing driver, and William E. Graves, engineering vice-president.

Lincoln and Dodge Sweep Pan American Road Race

JUAREZ, Mexico. — Lincoln and Dodge swept honors in heavy and light stock-car classes in the five-day Pan American Road Race last week.

Dodge won the first four places in the light stock class and had two other finishers in the top 10. Lincoln finished one-two in the heavy stocks and also captured eighth.

Ray Crawford, Whittier (Calif.) grocer, drove the winning Lincoln over the 1,908-mile course in 20 hours 40 minutes 19 seconds. Walt Faulkner was second with a Lincoln. Lincoln won this class for the third consecutive year.

Winning Dodge in the light-stock class was driven by Tommy Drisdale, El Paso, Tex., who finished in the record time of 22 hours 35 minutes 53 seconds. Second-place Dodge was driven by C. D. Evans, who won the class last year with a Chevrolet.

Other winners in the heavy-stock class were Cadillac, third and fourth; Buick, fifth, sixth and seventh; Lincoln, eighth, and Packard, ninth and tenth.

The top 10 in the light-stock class was rounded out by Dodge, third and fourth; Studebaker, fifth; Dodge, sixth; Ford, seventh and eighth; Dodge, ninth, and Ford, tenth.

First place in the heavy sports class went to Umberto Maglioli, of Italy, who finished his Ferrari in 17 hours 40 minutes 26 seconds. The first four places in this class were won by Ferraris.

Finishing fifth was a hot-rod driven by A. K. Miller, Whittier, Calif. Miller's car had a Model T body, a 1950 Ford frame and a 1951 Oldsmobile engine.

The small-sports class was won by Hans Hermann, of Germany, in a Porsche. His time was 19 hours 32 minutes 33 seconds. Six of the seven finishers in this class were Porsches.

The European stock class was won by Gonsalvo Sanesi, of Italy, who drove an Alfa-Romeo with a time of 21 hours 50 minutes 42 seconds. Alfa-Romeo captured the first five places in this class.

Of the 151 cars starting the race, only 85 finished.

DeSoto Demand Seen Carrying Deep into 1955

DETROIT. — Dealer orders for 1955 DeSotos have been pouring in at such an unprecedented rate that the factory backlog of orders will carry deep into 1955, according to J. B. Wagstaff, DeSoto sales vice-president.

"On present orders alone," he said, "we are completely sold out through December and far into January despite our best production and shipping efforts.

With the order list growing daily it is clear that the 1955 models are being received more auspiciously than any new offering in recent years."

Wagstaff noted a particularly heavy early demand for Fireflite and Firedome hardtops.

Ford Plants Cited

DEARBORN. — Ford Motor Co. parts and equipment manufacturing plants at Ypsilanti, Manchester and Brooklyn, Mich., have been cited by the National Safety Council for perfect safety records from July 1, 1953, to June 30, 1954.

Tubeless Tires Seen Taking Half Of Replacements

CHICAGO. — Tubeless car tires may account for 50 percent of the nation's replacement tire sales in 1955, according to J. A. Hoban, vice-president of the B. F. Goodrich tire and equipment division.

Speaking here to the Sales Executives Club, Hoban said that motorists' success with more than 3.5 million tubeless tires sold by Goodrich since 1948 was responsible for the increasing popularity of tires-without-tubes.

"Adoption of tubeless tires as standard equipment by car manufacturers on 1955 models will now make tubeless tires a household word in the U. S.," he said. "For that reason we are prepared to supply steadily increasing demands for the tire in the replacement field.

"About 75 percent of the passenger-car tire production capacity in BFG tire plants is presently assigned to tubeless tires for the original equipment and replacement markets."

'Profit Defeat' Assailed in Wis.

Adopt Sound Policies, Dealers Are Urged

MADISON, Wis.—Wisconsin new-car dealers were warned last week not to let their "hot" '55s become hot potatoes.

Louis Milan, executive vice-president of the Wisconsin Automotive Trades Assn., in a bulletin to members, expressed fear that the enthusiasm of announcement time had dulled the dealers' common sense and realities of competition.

Milan said he had recently completed a series of district meetings at which dealers and key personnel impressed him with their hope and enthusiasm over their new models. Then he sounded a note of caution.

"Barring labor difficulties," Milan said, "1955 will be a big productive year. Consumer surveys indicate that the public is ready to absorb this production. The only remaining question is how this absorption of production will be made.

"What alarmed me during the recent trip," he said, "was the conviction of many dealers that this absorption would be made at their expense."

Milan termed this type of thinking "profit defeat" before the selling season had really started. It must be changed, he warned.

"This bad psychological foundation for a year full of profit potentialities must be eliminated by adoption of sound management and merchandising practices," Milan said.

"It must start at the top . . ."

Dealers, he said must determine right at the start that they will not subsidize transportation for the benefit of manufacturers or motorists. That, Milan said, is exactly what dealers do every time they give away part of their markup.

"Never forget, he said, "that any overallowance, whether it be on a new or used car, is a farewell kiss to some of your yet uncollected markup and that only the final washout sale determines whether you retained any profit."

Milan also urged dealers to appreciate the necessity of correct bookkeeping, of valuating cars in inventory at not higher than wholesale replacement value or less, of determining true fixed expense covered, of re-educating employes for profitable performance and of keeping inventories in balance.

Milan had a parting word of advice: "Set a definite profit margin—and then let neither competition, factory or any other consideration deter you from your objective."

Old Timers Elect Gilbert in St. Louis

ST. LOUIS.—C. A. Gilbert has been elected president of the newly organized Metropolitan St. Louis Council of the Automobile Old Timers, Inc.

Other officers are D. C. Castle, vice-president; George M. Berry, treasurer, and Rus B. Hammond, secretary.

Thunderbird Roosts in Land of Navajos—

Monte Mansfield, Tucson (Ariz.) Ford Dealer, takes full advantage of the new Ford sports car by decorating his patio-style showroom with color-keyed Thunderbirds which play an important role in Navajo Indian legend. Mansfield (right) and his staff wear modern versions of Navajo costumes.

With the Staff...
ALONG DETROIT'S AUTO ROW

A Dealer's GAW

A Buick dealer has beaten the unions to the punch by granting his version of a "guaranteed annual wage" to his salesmen. He reports that all parties are happy with the arrangement.

Under the plan, which became operative last April, each salesman is paid the same salary every week of the year. The salary is based on the average earnings of each man in the two previous years. An additional small sum was added to this figure.

The dealer said that his staff was small, but of exceptional selling ability. The company sells a fairly large volume of cars and has increased its sales about 250 percent in the past five years. Its 1954 sales were above 1953 sales.

On several occasions, the dealer established a quota, and if the sales force reached the quota, the salesmen divided a "pie" which amounted to as much as $400 per man.

Said the dealer: "This plan is based on the principle that a good man will produce regardless of the method of compensation. Of course, you have to keep him happy and offer him a chance to improve his earnings. We'll probably make annual adjustments. Not one of my men has joined the union."

* * *

Big Discount on '55s

A Buick dealer reports that he and his fellow dealers have been delivering 1955 models since Nov. 1 (official announcement day was Nov. 15) and that the factory, although aware of the practice, has not mentioned the matter—leading him to conclude that it approves.

He says competition already is so keen that dealers are granting heavy discounts.

* * *

Cash Hospitality

Two auto dealers were standing in front of a coffee shop when an AUTOMOTIVE NEWS reporter, well known to both of them, came down the street and stopped to talk.

Business, used cars and other topics were hashed over, and finally the reporter asked if they thought AUTOMOTIVE NEWS ought to crack for a cup of coffee.

"Thanks just the same," one dealer said, "but I've got to get back to the office and steal a deal from my friend here."

"If I drink any more coffee this morning," said the second dealer, "it's going to be running out of my ears. However, I'll tell you what you can do. You can skip the coffee and just give us the dime. We both can use it."

* * *

Re-Educate the Public

A Detroit Big Three dealer says people are going to have to be re-educated on the value of a particular make and on the service the dealer from which he buys can offer in the future.

"Let's face it," says the dealer. "If price were the only thing involved in the sale of a car, we wouldn't be able to sell the more expensive lines.

"Dealers asked for the trouble they got last year. They started discounting and the public went price crazy. But I still don't think price is the uppermost thing in the mind of the man buying a car.

"After all, price is just another word for value received, and its value that we must stress in the future. That, and the service we can give that buyer once he drives his new car away from the dealership."

* * *

Ford Dealers Realigned

The new-car sales and service portion of Holzbaugh Motor Sales (Ford) has been sold by Earl Holzbaugh to Charles D. Rossi, former Holzbaugh sales manager, and H. M. (Hi) Dawson, veteran Detroit Ford dealer.

Rossi is president of the new firm, which has been named Downtown Sales, Inc. Dawson, who is continuing as owner and operator of Hi Dawson, Inc., is vice-president and treasurer.

Holzbaugh, a Detroit dealer for 30 years, will continue to operate his three used-car lots, one used-truck lot and his collision shop.

In another Ford change, Edwin D. Leonard, formerly owner of Leonard Sales & Service (Dodge-Plymouth), has been granted a Ford franchise.

Operating from the same showroom in northeast Detroit, Leonard has added a collision shop and a used-car lot and has expanded his parts department. The firm, with 702 feet of frontage, has been renamed Leonard-Ford, Inc.

Meanwhile, a Dodge-Plymouth franchise has been granted to a new firm, Rashid Brothers Motor Co., owned by three brothers, Dan, George and Carl Rashid.

Dan, who is president of the concern, formerly was part owner of Rashid Motor Sales (Packard). This firm is now owned and operated by another brother, Philip Rashid.

* * *

Dealers Classified

A Detroit Chrysler-Plymouth dealer puts today's auto retailers in two categories:

1. The cynic, who thinks things are going from bad to worse, and;
2. The "cautious" optimist, who thinks things will be better in '55, providing dealers carry out their responsibilities, but with a few reversals or bad breaks could be swayed to the cynic's side.

* * *

Big Fight Awaited

Enthused about crowds at the introduction of his new models, a suburban Chevrolet dealer sees '55 as the year of a real fight for sales leadership among the Big Three.

"If opening day crowds are an example of what's to come, this should be a real competitive year," he adds.

"We wrote 10 orders the first day and possibly could have written more if we could have gotten to the people. The crowds were just too big to do a half-decent selling job."

* * *

Stayin' Alive in '55

"Looks like '55 is going to be the year when they separate the men from the boys," says a Chrysler Plymouth dealer.

"If what we hear is true, it's going to be the most competitive year in history. We're either going to have to sell or drop by the wayside."

INTERNATIONAL Pioneers the move TO 4-BARREL CARBURETION!

HOLLEY CHOSEN FOR POWERFUL NEW 501 ENGINE SERIES

International's most powerful new engine—the Royal Red Diamond 501 valve-in-head—is installed in the new 220 truck series. This amazing new engine delivers 201 horsepower and 430 pound-feet of torque. *It is the first production truck engine to be equipped with a 4-barrel carburetor.*

This Holley-developed 4-barrel carburetor increases both engine output and power range. It is the first 4-barrel carburetor with a built-in governor; first with vacuum controlled secondary barrels.

The secondary barrels remain closed at low engine speeds, allowing the engine to maintain satisfactory velocities and distribution. Then, as engine speed increases to a point where additional breathing capacity is needed, the vacuum controlled secondary barrels open automatically.

Working closely with International engineers, Holley designed and developed this advanced carburetor-governor combination. It is original equipment on all tractors and trucks in International's new 220 series.

If *you're* wondering how to do a job of fuel metering better and more efficiently, call Holley's Carburetor Engineers. Let them listen, test, recommend and design.

For Holley carburetor parts and service for International trucks, see your local International Harvester outlet.

HOLLEY Carburetor Co.

VAN DYKE, MICHIGAN

Working with Automotive Engineers to Increase Standards of Performance and Economy for More than Half a Century.

AUTOMOTIVE WASHINGTON

Ayres to Continue Fight For Reciprocity Probe

By William Ullman
Washington Correspondent

REP. William Ayres, Ohio Republican, last week said he is planning early meetings with the new House leadership to obtain action on his proposal for a Federal investigation into the interstate highway situation which has caused a breakdown in reciprocity and which confronts the trucking industry with so-called third-structure taxes.

Ayres will return to Congress with the Democrats in control, but he feels that the reciprocity-breakdown situation is a non-partisan issue and so will continue to champion the cause for which he fought in the 83rd Congress.

He said his H.R. 407 received the support of his colleagues on both sides of the political aisle, though it still was in committee when the House adjourned in August.

* * *

Heinrich Ups McCord

Sam McCord has been appointed truck sales manager of Heinrich Motors, Inc., Rochester, N. Y., according to J. H. Heinrich, president. McCord had been a truck salesman for Heinrich since 1948.

Study of Resources

A 432-PAGE book, "The Nation Looks at Its Resources," was published last week by Resources for the Future, Inc., a nonprofit corporation for research and education in the field of natural resources, which was established in 1952 with the cooperation of the Ford Foundation.

William Ullman

The report stresses the need for a stepped-up program of research, education and cooperation in solving America's natural resources problems.

Using the actual words of hundreds of participants, the volume is an open forum, in printed form, on leading issues in the field it covers. The price is $5. Orders may be placed with the Mid-Century Conference Report Office, 1606 New Hampshire Ave., Washington 9, D. C.

* * *

2 Road Parleys Set

THE U. S. Chamber of Commerce announced last week that the second in its series of "Better Roads — Better Business" conferences will be held in Richmond, Va., Dec. 7. The first was held in Topeka, Kans., Sept. 30.

The Richmond conference, on Virginia and national road needs, will be sponsored by the U. S. Chamber and the Virginia State Chamber of Commerce.

Discussions, it was said, will deal with toll roads, the President's $50-billion highway construction program and other proposals for meeting the growing needs for modern highways and streets.

* * *

International Road Meet

THE second world meeting of the International Road Federation has been set for Oct. 2-7, 1955, in Rome, it was announced at IRF headquarters here last week.

The meeting is expected to attract more than 400 delegates from some 60 countries, it was said. The first world meeting was held in Washington in May, 1952, with 70 delegates from 25 countries in attendance. The official languages are Spanish, English, French and Italian.

* * *

Deane on Committee

BILL DEANE, the Roswell, N. M., Goodyear dealer, who was recently chosen as head of the National Assn. of Independent Tire Dealers, has been named to serve on the Inter-Industry Highway Safety Committee. He was appointed last week by A. vanderZee, chairman of the committee and vice-president of Chrysler.

Deane was in town last week to help NAITD Director Bill Marsh select new association offices in the modern and swanky Continental building here.

* * *

'Tempo' Topics

AUTOMOBILE dealers throughout the U. S. who, in days gone by, have squirmed and sweated during industry meetings held in those long, low, hot Washington "Tempos" may be interested to learn this:

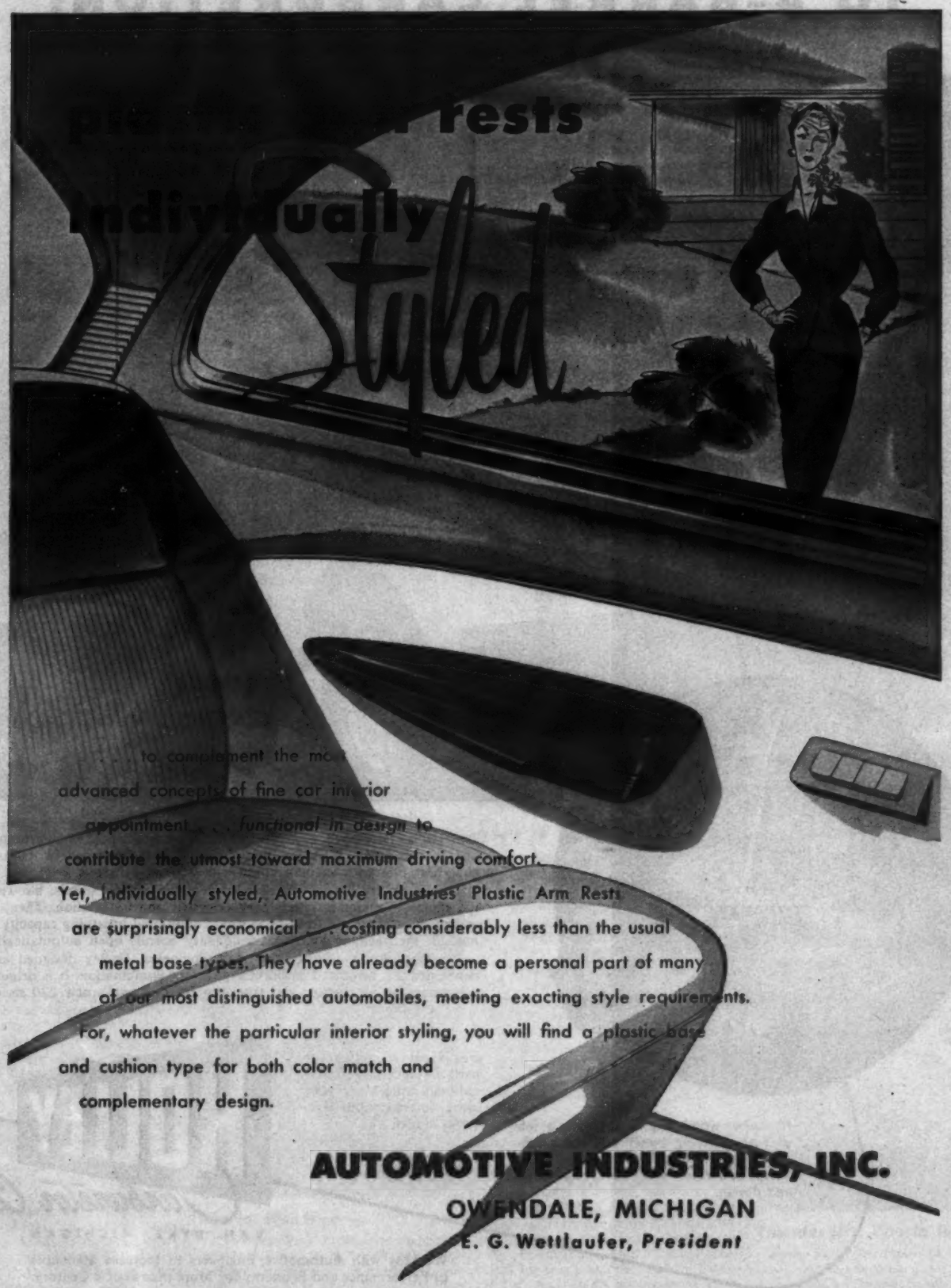
Those temporary Government buildings, some classified as "temporary" since World War I, cost much more to maintain than the newer, permanent and more handsome structures, according to the General Services Administration.

Washington's temporary buildings comprise more than 5.6 million square feet of space and house 50,000 employes.

While they—in summer particularly—are hell-holes to work in or walk through, they are rent-free, and Congress is always very saving with the people's money.

The human point of view concerning the Tempos is getting some support these days from the esthetic—which flourishes in Washington — and if we don't have another world war or an "emergency," maybe there will be a change the next time you come to the National Capital.

But don't come before 1975 or you may be disappointed.



Public Reception 'Greatest Ever,' Chrysler Asserts

DETROIT.—One thousand Chrysler dealers played host to 1,500,000 people on announcement day for 1955 Chrysler and Imperial automobiles, it is announced by E. M. Braden, general sales manager, Chrysler Division.

"This is the greatest public reception and acceptance ever given our product in Chrysler history," Braden said. "Our dealers have reported a tremendous demand and an unprecedented list of signed orders."

Although only 1,000 of the 1,200 Chrysler dealers wired their attendance figures, Braden sent all congratulatory telegrams.

Braden said that demand for new Chryslers ran so high that by noon of announcement day, Nov. 17, all hardtop models scheduled for production had been ordered through January.

Charles G. McKimmie, chairman of the Chrysler dealer advisory council, wired Detroit from Richmond, Va., that he had felt the "greatest" auto announcement reaction from the public in more than 34 years as a dealer, Braden said.

New Hudson Dealer—

James Delaney, owner of Milton Motor Mart, Inc., Dorchester, Mass., signs his Hudson franchise. Looking on (from left) are Edward L. Lodge, district manager; R. W. Dillaway, zone manager, and James L. Doyle, assistant zone manager.

through the wide full-view windows of the all-new 1955 Plymouth

you'll see striking upholstery made with

JETSPUN®

Enka's color-fast yarn

For its handsome Forward-Looking 1955 Belvedere series, Plymouth chooses a rich boucle upholstery fabric woven with Enka's Jetspun rayon yarn... perfect complement to Plymouth's beautiful new cars.

Plymouth relies... rightly... on Jetspun's fine qualities for beauty of color; Jetspun colors are style-engineered by Howard Ketcham, no stranger to the automotive design field, for lasting color; Jetspun colors are light-fast, spun into the yarn for the long, long life of the fabric, for fine performance and easy upkeep; this smart boucle is abrasion-, water- and fire-resistant . . . non-static and comfortable in any weather.

Jetspun makes possible this superb original trim—rich in appearance, luxurious in texture, completely modern in function. Enka is proud of the part it plays in making this 1955 Plymouth beautiful... throughout.

Write or phone us for details on the great future Jetspun can build for your business.

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AUTOMOTIVE DEALER NEWS

AUTOMOTIVE NEWS PLATFORM

¶ 1. Fair and equitable contracts between manufacturers and dealers in motor vehicles, parts and accessories;

¶ 2. Every dollar of gasoline and oil taxes, collected by state and federal governments, applied to the building and maintenance of highways;

¶ 3. Guard the precepts of individual freedom, which made the U. S. A. great and gave its citizens more of the better things of life than anywhere else in the world.

Attitude Is All-Important In Approach to People

ATTITUDES are more important than facts. It takes so long for many of us to realize the significance of that statement.

Yet any dealer, who undertakes a public-relations program to elevate his standing with the public, must understand it thoroughly and get across its meaning to everyone in his shop.

LAST IN A SERIES

Christ told the little group of men around Him: "You are the light of the world." That, religious leaders say, appeared to be a ridiculous statement. At the time, Christ and His followers seemed a pitifully small minority with a hopeless cause in a hostile world.

Yet the tide of Christianity swelled across the earth and is still growing after 2,000 years.

Theirs was an attitude of love carried forth on faith that conquered all the forces arrayed against them.

The right attitude must start at the top, with the dealer, and spread throughout the whole organization.

The dealer who plays fair with the public, his employes, his fellow dealers and himself has little to worry about.

But the dealer who embarks on a program to build a good reputation and chisels along the way will be mocked by his own words. In the long run, we don't kid others, we kid only ourselves.

So, our final word in this series on public relations is this:

Establish first within yourself an attitude of fairplay, cheerfulness, enthusiasm for work and confidence. Remember that action follows thought.

Once the dealer has the right attitude himself, he will have little difficulty in spreading that attitude throughout his establishment.

Then, and only then, is he ready to blow his public-relations horn.

Coming Events

Dealer Conventions

Dec. 2-4 — Montana Automobile Dealers Assn. Convention, Florence Hotel, Missoula.

Dec. 7 — Milwaukee County Automobile Dealers Assn. Convention, Milwaukee Athletic Club, Milwaukee.

1955

Jan. 29-Feb. 2—NADA Annual Convention, Hotel Conrad Hilton, Chicago.

Feb. 28-March 1 — Louisiana Automobile Dealers Association Annual Convention and Exhibit, International Room, Hotel Roosevelt, New Orleans, La.

Sept. 16 — Nebraska New Car Dealers Association, Paxton Hotel, Omaha.

Sept. 16-17 — New Mexico Automotive Dealers Assn., Nickson Hotel, Roswell, N. M.

Sept. 18-20 — 32nd Annual Convention, New York State Automobile Dealers, Inc., Saranac Inn, Saranac, N. Y.

Sept. 19—Minnesota Automobile Dealers Association, Radisson Hotel, Minneapolis.

• • •

Dealer Auto Shows

Nov. 23-28—Sioux Falls Automobile Show, Coliseum, Sioux Falls, S. D.

1955

Jan. 8-13 — Houston Automobile Show, Sam Houston Coliseum, Houston.

Jan. 8-16—26th Annual Auto Show of the National Capital Area, District of Columbia National Guard Armory, Washington, D. C.

Jan. 8-16—Chicago Auto Show, International Amphitheater, Chicago.

Jan. 16-16—Grand Rapids Auto Show, Grand Rapids Civic Auditorium, Grand Rapids, Mich.

Jan. 21-29—Indianapolis Automobile Show, Manufacturers Bldg., Indiana State Fair Grounds, Indianapolis.

Jan. 21-30—Los Angeles Automobile Show, Pan Pacific Auditorium, Los Angeles.

Jan. 21-30 — Seattle Automobile Show, Seattle Armory, Seattle.

Jan. 22-29—Baltimore Automobile Show, Fifth Regiment Armory, Baltimore, Maryland.

Jan. 22-30—St. Louis Automobile Show, Kiel Auditorium, St. Louis.

Jan. 29-31—Tri-State Auto Show, Evansville Automobile Dealers Assn., Evansville Armory, Evansville, Indiana.

Jan. 29 - Feb. 5—Rochester Auto Show, Rochester Armory, Rochester, N. Y.

Jan. 29-Feb. 6—Detroit Auto Show, Michigan State Fair Grounds, Detroit.

Jan. 29-Feb. 6 — Quad-City Autorama (Davenport, Iowa, Rock Island, Moline, East Moline, Ill.), Rock Island Armory, Rock Island, Ill.

Feb. 5-12 — Milwaukee Auto Show, Milwaukee Auditorium, Milwaukee.

Feb. 5-12—Des Moines Automobile Show, Veterans Memorial Auditorium, Des Moines.

Feb. 5-12 — Buffalo Automobile Show, Masten Avenue Armory, Buffalo.

Feb. 6-13 — Schnectady Auto Show, Schnectady Armory, Schnectady, New York.

Feb. 8-13 — Omaha Automobile Show, Omaha New Civic Auditorium, Omaha, Neb.

Feb. 13-20—San Francisco Auto Show, San Francisco Civic Auditorium.

Feb. 20-27—Syracuse Auto Show, Onondage County War Memorial Bldg., Syracuse, New York.

Feb. 24-27—Sioux City Automobile Show, Sioux City Municipal Auditorium, Sioux City, Iowa.

Feb. 26-March 5—Kansas City Motor Car Show, Exhibition Hall, Municipal Auditorium, Kansas City, Missouri.

March—Lewiston Automobile Show, Lewiston Armory, Lewiston, Maine.

March—Spokane Automobile Show, Spokane Coliseum, Spokane, Washington.

March 4-6—3rd Annual Kansas Automobile Show, Hutchinson Sports Arena, Hutchinson, Kansas.

March 29-April 3—Sacramento Auto Show, Civic Auditorium, Sacramento, California.

April 20-23—Danville Auto Show, Danville, Virginia.

• • •

General

Dec. 5-7—Motor and Equipment Wholesalers Association Convention, Conrad Hilton Hotel, Chicago.

Dec. 6-7—National Standard Parts Association, Hotel Sherman, Chicago.

(See CALENDAR, Page 16, Col. 5)

Letterbox

'Pro and Con . . . . .

This is an open forum for the discussion of any subject of interest to our readers, and your letters are welcomed. No attention is given to unsigned letters but you may sign your name with the assurance that it will not be used, if you so request. Address Editor, Automotive News, Detroit 26, Mich.

Useful Purpose

Re John Benedict's article, "Truck Automatics: Pro, Con," in your Oct. 25 issue. Congratulations on an excellent job of putting together some diverse opinions.

It is our opinion that such articles serve a very useful purpose. — T. Backus, vice-president in charge of engineering, Fuller Mfg. Co., Kalamazoo, Mich.

• • •

Cross-Section

(Editor's Note: *The following comments were made by dealers ordering the promotion signs furnished by Columnist John Munn.*)

We enjoy your column every week. Automotive News is our bible. —C. A. Sweet jr., Palmyra Automobile Co., Inc. (Ford), Palmyra, Neb.

Your articles are most inspiring and helpful to me each week. Please continue with the wonderful advice.—C. B. Chipley jr., Flake B. Chipley, Inc., Rocky Mount, N. C.

Keep up your excellent column on behalf of all automobile dealers.—Andrew J. Beifus, Drew Motors, Inc. (Studebaker), Maplewood, N. J.

The writer never misses your column or the "Letter to Salesmen." They're great.—Joseph P. Lacher, Lacher's Chevrolet, Heron Lake, Minn.

Please keep up your fine work.—Rufus C. Camp, Camp Chevrolet, Inc., Norcross, Ga.

• • •

Pair of Requests

I am an old friend and early customer of your fine passenger automobiles. So please allow me to call on your excellent editorial office with my request.

Several times I have read with great interest of the United States cars of tomorrow—which must be the top achievements of your advanced automobile style designing.

Please send me some different illustrated "futuristic impressions," designed by your foremost automobile designers and art stylists. Also send all issues containing full descriptions and information for the 1955 American car models. — Dr. Laszlo Borcsa, Fejer-M, Hungary.

• • •

Please authorize our use in quoting the articles on Pages 9 and 45 of your Nov. 8 issue ("Why Buyers Don't Come Back" and "Beware of 'Sluggish' Salesmen!"). We would like to quote from these articles circularizing Lincoln-Mercury dealers in the Atlanta district.—R. G. Vaughn, Lincoln sales manager, Atlanta.

20 Years Ago . . .

The Big Stories

Innovations in the 1935 Studebaker cars include a new-type knee-action hydraulic brake. The base price of the President line is $1,245. The Dictator group's base price is $695 . . . Addition of a hardtop coupe in both the six-cylinder and straight eight lines for 1935 is announced by Auburn . . . Graham Paige's 1935 models will feature safety glass in all windows . . . The Federal Government obtained $5½ million less revenue from automotive products and services during October than it did during the same month last year. Despite a 33 percent decrease in the rate of the Federal tax on gasoline, motor fuel collections dropped less than 17 percent, while revenue from other automotive sources decreased from 21 to 45 percent . . . William B. Stout, president of Stout Engineering Laboratories, Inc., predicts some day automobiles will fly, or that airplanes, with their wings folded, will run through the city streets.

—From the files of Automotive News.

Bendix power

STEERING AND BRAKING

sells more cars | satisfies more customers

Today's most wanted power features for cars and trucks

Bendix *low pedal POWER brake

Specified by more car manufacturers than any other make, Bendix Low Pedal Power Brake makes possible quick, sure stops by merely pivoting the foot from stop-and-go controls. No need to lift the foot and exert leg power to bring the car to a stop. Result—more driving comfort, less fatigue and greater safety!

Bendix * POWER steering

Because Bendix Power Steering is of the linkage type, vehicle manufacturers find it especially adaptable for production line installation, without extensive engineering changes in present steering design. Manufacturers can now meet the increasing demand for power steering more efficiently and more economically with Bendix Power Steering.

Bendix HYDROVAC* POWER brake

With over four million in use, the Bendix Hydrovac is by all odds the world's most widely used power brake for commercial vehicles. This overwhelming preference for Hydrovac is a result of sound engineering design, exceptional performance, low original cost and minimum service upkeep.

Bendix AIR-PAK* POWER brake

With one simple compact unit, Bendix Air-Pak combines all of the well-proven advantages of hydraulic brake actuation with an air brake system. An important advantage of Air-Pak is that brakes can be applied by foot power alone when braking is required before air pressure builds up or if it should fail for any reason.

*Reg. U.S. Pat. Off.

The term "Bendix Power" not only identifies the industry's outstanding power braking and power steering equipment, but describes the unmatched engineering and manufacturing resources behind these products.

It is well that Bendix Products Division be thought of in this dual capacity, for the outstanding acceptance of Bendix power units stems largely from the fact that industry has learned over the years to look to Bendix for the latest and best in power equipment for cars, trucks and buses.

Bendix Products Division

BENDIX PRODUCTS DIVISION SOUTH BEND INDIANA Bendix AVIATION CORPORATION

Export Sales: Bendix International Division, 205 East 42nd Street, New York 17, N. Y.

Sales Conditions in Various Areas . . .

Auto Market Reports

San Antonio

Motor-vehicle sales in San Antonio and Bexar County continued their decline through October. An upswing in November is expected, however, and it may offset declines of the three preceding months.

October new-car sales totaled 907, a drop of 5 percent from the previous month. New trucks were down 21 percent, from 216 registrations in September to 170 in October.

October new-car sales by make were: Ford, 285; Chevrolet, 191; Buick, 99; Oldsmobile, 77; Mercury, 57; Dodge, 34; Plymouth, 29; Cadillac, 19; Nash, 19; Studebaker, 16; Pontiac, 15; Chrysler, 12; Lincoln, 12; Hudson, 9; Willys, 7; Packard, 7; DeSoto, 5; Jaguar, 3; Henry J, 1; Kaiser, 1; Triumph, 1; Volkswagen, 1, and miscellaneous, 7.

New-truck registrations were: Ford, 53; Chevrolet, 52; International, 32; GMC, 14; Dodge, 8; White, 6; Studebaker, 2; Divco, 2; and miscellaneous, 1.—(J. H. Reed.)

* * *

Columbus, O.

New-car dealers in Franklin County (Columbus), O., sold 596 new cars in the first 15 days of November, compared with 870 in the same period of October.

Nearly all of the decrease could be attributed to Ford, which fell from 300 sales in the first half of October to 80 sales in the first half of November.

New-truck sales totaled 102, compared with 117 in the same period of October.

Car sales by make were: Chevrolet, 165; Pontiac, 85; Ford, 80; Plymouth, 57; Oldsmobile, 49; Mercury, 41; Buick, 34; Studebaker, 24; Nash, 11; Cadillac, 8; DeSoto, 7; Dodge, 7; Hudson, 6; Packard, 6; Chrysler, 5; Lincoln, 3; Austin, 2; Volkswagen, 2; Kaiser, 1; MG, 1, and Triumph, 1.

Truck sales were: Chevrolet, 26; Reo, 21; Dodge, 16; International, 16; GMC, 12; Ford, 10, and Willys, 1.—(Bert Strang.)

* * *

Atlanta

A total of 2,006 new cars were registered in the Atlanta area during October, a decline of 17 percent from September, when 2,431 new cars were titled.

October truck sales totaled 287, down 13 percent from September's turnover of 329.

Car registrations by make were: Ford, 715; Chevrolet, 445; Buick, 212; Oldsmobile, 138; Mercury, 130; Pontiac, 71; Plymouth, 54; Dodge, 48; Nash, 41; Cadillac, 30; Studebaker, 28; DeSoto, 27; Chrysler, 20; Packard, 16; Lincoln, 10; Kaiser, 8; Willys, 7; Hudson, 2, and miscellaneous, 4.

Truck registrations were: Chevrolet, 102; Ford, 81; GMC, 34; International, 27; Dodge, 17; White, 17; Studebaker, 4, and miscellaneous, 5.—(E. C. Bash.)

* * *

St. Louis

New and used-car stocks in St. Louis are reported at the lowest point they have been for some time.

Interest in new models is running high, with plenty of advertising and promotion stimulating curiosity. There is a general feeling that new-car deliveries will be higher than normal in the closing weeks of this year.

Dealers are optimistic over improved trading and profit possibilities. However, most are making extra efforts to boost their service absorption in anticipation of what promises to be a highly competitive year in the new-car sales department.—(Sam X. Hurst.)

* * *

Salt Lake City

New-car registrations in Salt Lake City amounted to 668 in October, a slight increase over the 650 reported for the previous month.

Truck sales were down, however, totaling 122 as compared with 193 in September.

Car sales by make were Ford, 165; Chevrolet, 138; Buick, 94; Oldsmobile, 77; Mercury, 30; Plymouth, 23; Pontiac, 21; DeSoto, 17 Studebaker, 14; Chrysler, 13; Cadillac, 12; Willys, 10; Dodge, 9; Packard, 7; Nash, 6; Lincoln, 5; Hudson, 4, and Kaiser, 3.

Truck sales were: Ford, 40; Chevrolet, 37; International, 21; GMC, 11; Dodge, 5; Willys, 5; Kenworth, 2, and White, 1.

* * *

Pittsburgh

New-car registrations in the Pittsburgh area in the week ended Nov. 13 were up considerably from the previous week, according to the Bureau of Business Research of the University of Pittsburgh.

The bureau's index of general business activity rose to 153.6 percent of the 1935-39 average last week. It had been 146.3 a month earlier.

Steel mills operated at 75.5 percent of practical capacity, the highest figure reported since the beginning of March.—(Leon M. Leffingwell.)

* * *

Toledo

Toledo and Lucas County dealers delivered 1,348 new cars in October, 24 percent under the September total of 1,787.

Used-car sales by dealers totaled 1,961, compared with 1,982 in the previous month. Casual used-car sales in October amounted to 1,161, up from the 1,084 such transactions in September.

New-truck registrations totaled 152 in October, compared with 119 in September.

New-car sales for the first 10 months of 1954 totaled 18,743, compared with 18,092 in the corresponding period of 1953.

October new-car registrations by makes broke down as follows: Ford, 363; Chevrolet, 333; Oldsmobile, 156; Buick, 146; Pontiac, 66; Mercury, 65; Plymouth, 33; Nash, 29; Cadillac, 26; Chrysler, 21; Dodge, 20; Willys, 19; Kaiser, 16; Studebaker, 12; Packard, 12; Lincoln, 12; DeSoto, 9; Hudson, 6, and miscellaneous, 2.—(Paul Hayes.)

* * *

Connecticut

New-car sales in Connecticut totaled 62,459 during the first nine months of this year, compared with 65,338 in the like 1953 period, according to Carl R. Lane, executive vice-president of the Connecticut Automotive Trades Assn.

What could be a definite, hopeful offset to this decline is indicated in a current State Labor Department report that total employment throughout Connecticut (a high-wage state) is edging upward. The upswing in manufacturing has continued through the fall months.

Used-car sales apparently enjoyed an increase in sales so far this year, as Charles F. Kelley, state motor vehicles commissioner, reported a 5 percent increase in overall registrations. — (Thomas Marks.)

* * *

Cleveland

A sharp drop in new-car sales was evidenced in the Cleveland area for the week ended Nov. 13 as prospective buyers held off pending complete introduction of new models.

New-car sales were 878, compared with 1,074 in the previous week. Used-car sales amounted to 1,484, slightly ahead of the previous week.

Irv Rubin, newly elected president of the Cleveland Used Car Dealers Assn., said that profitwise 1954 has been better for used-car dealers than was 1953. He predicted that 1955 would show continued improvement.—(Sanford Markey.)

* * *

Vancouver, B. C.

Cash discounts and overallowances are being freely used by dealers in Vancouver to stimulate sales.

Reports of guessing contests, premiums running up to mink stoles and other sales gimmicks used in various cities elsewhere in Canada provoke little interest among car dealers on the Pacific Coast.

Such sales methods become a headache as each firm tries to outdo the other, they feel, and overallowances and discounts become involved in the long run anyway.

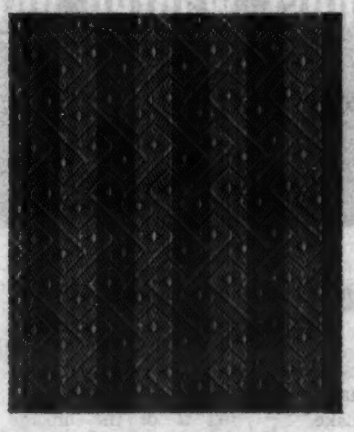
Sales have been definitely increased, but are still below the totals of previous years.—(F. H. Fullerton.)

Now, for the first time,
auto seat cover fabrics of

CHROMSPUN

Eastman color-locked acetate fiber

Nationally advertised CHROMSPUN, the color-fiber your customers know by name and associate with Eastman quality, is now available —for the first time—in a unique line of seat cover fabrics.



SUN-LINE fabrics, woven of Chromspun by Sunbury, are more than a beautifully designed group of jacquards and dobbies. They offer you these Chromspun selling features:

HIGH DIMENSIONAL STABILITY that makes for lasting smooth fit, without wrinkles.

IMMUNITY TO MILDEW—even in hot, humid weather, Chromspun does not mildew or mold.

LASTING COLOR BEAUTY locked in against all normal fading hazards and free from crocking.

LUXURIOUS TEXTURE EFFECTS that only Chromspun can provide.

In addition, SUN-LINE fabrics of Chromspun meet the trade's critical standards for *abrasion resistance*. They are highly *water repellent*, *fire resistant*, *stain resistant*, and *easily cleaned*.

Specify CHROMSPUN on your next order!

SUN-LINE
fabrics of
CHROMSPUN
are distributed
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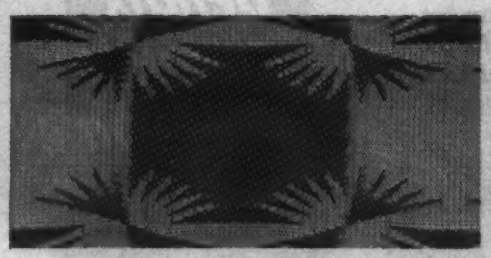
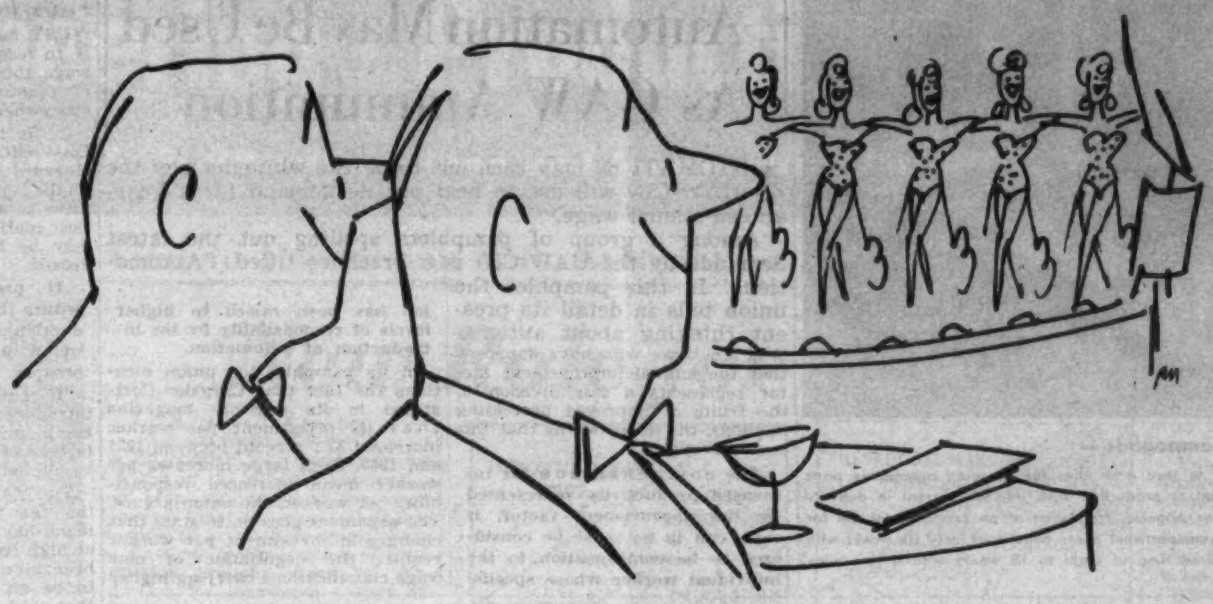
NATIONAL AUTOMOTIVE FIBERS, INC.



EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, 260 MADISON AVENUE, NEW YORK 16



...And 3 more things you should know about women!

1. That woman-response is different from man-response, even to the same piece of news. If you want to sell her a 1955 car, your approach must be to *her*—not to *him*, or even *them*.

2. That a woman responds *best* when you approach her in a climate that's all hers and only hers—in a magazine that talks her language and devotes itself to all her interests.

3. That the magazine which creates this climate best – and gets the most response from the *most* women – is Ladies' Home Journal.*

*Statistical Dept.: The Journal is No. 1 in circulation and advertising revenue among *all* magazines edited for women; No. 1 in newsstand sales among *all* magazines.

Never underestimate the power of the No. 1 magazine for women . . .

Ladies' Home JOURNAL

A CURTIS PUBLICATION

Savings in Plastic Die Compounds—

Use of epoxy resin compounds to face draw dies for stamping automotive parts can result in savings of 25 percent in production costs and 40 percent in delivery time, according to Rezolin, Inc., Los Angeles. Production of an experimental die for an advanced design of a luggage-compartment cover panel took only six weeks with the compound, as against a required time of eight to 10 weeks with a zinc alloy casting, the company said.

FOB FACTORY

Automation May Be Used As GAW Ammunition

AUTOMATION may turn out to be the whipping boy the UAW-CIO will use to beat out its demand for a guaranteed annual wage.

Among a group of pamphlets spelling out the latest demands by the UAW-CIO is a brochure titled, "Automation." In this pamphlet the union tells in detail its present thinking about automation. To those who have supposed that the annual improvement factor represents a fair division of the fruits of improved processing methods, the union warns that this is not enough.

The compensation for increased productivity represented by the improvement factor, it says, can in no sense be considered to be compensation to the individual worker whose specific job has been raised to higher levels of responsibility by the introduction of automation.

In its pamphlet the union mentions the fact that Chrysler Corp. stated in its monthly magazine that its investment per worker increased 32.1 percent between 1951 and 1952. Such large increases per worker mean increased responsibility per worker, the union argues. The argument goes on to state that changes in investment per worker require the negotiation of new wage classifications carrying higher rates that reflect the increased investment per worker.

* * *

Fears for Future

JUST how the UAW-CIO intends to reconcile this new investment wage theory with its other theory of equalized wages for equal jobs everywhere is not discussed.

In its latest wage demands, the UAW-CIO mentions a prominent Harvard economist as saying that if the upward trend in expenditures to automate industrial facilities continues, American industry may be fully automated within a decade.

If productivity is increased within the framework of full production and full employment, the union argues, the nation will prosper.

"If automation is irresponsibly introduced and exploited, it will bring unemployment and misery instead of security and abundance," the union says.

The UAW-CIO does not mention the fact that, thus far, employment has held for the most part, at high levels while automation has been increasing at what it believes to be an alarming rate. The fact that without process improvement the price of today's cars would be very substantially higher than they are today is, of course, not mentioned.

* * *

Big Omission

PERHAPS the outstanding omission in the UAW-CIO argument is the demonstrated fact that the auto firms and auto parts makers who have failed to improve their processes technologically are rapidly losing their competitive position. This is true of the independent producers whose greatest weakness today may be a lack of efficient processing equipment.

Similarly, several prominent automobile parts suppliers have had to curtail their operations, perhaps permanently, because they had lost their competitive position.

No one denies there are problems in connection with the introduction of new and more efficient processing equipment in the big auto plants. It will certainly be argued by the car manufacturers at the forthcoming negotiations that the cure being prescribed by the union is much worse than the disease. The proposed extension of union authority into the realm of manufacturing methods will be vigorously resisted by every producer.

4th Canadian Plant For General Tire

DIDSBURY, Alta.—General Tire & Rubber Co. of Canada has acquired a 200-acre industrial site here and plans to begin construction of a plant early next year.

General currently has three plants in Canada, all of which are in the east. The rapid industrial expansion of Canada's western provinces prompted plans for building a fourth plant.

Calendar

(Continued from Page 12)

General

Dec. 8-10 — Automotive Service Industries Show, Navy Pier, Chicago.

1955

Jan. 10-13—American Road Builders' Association Convention, Roosevelt Hotel, New Orleans, La.
Jan. 10-14—National Annual Meeting and exhibits, Society of Automotive Engineers, Sheraton-Cadillac and Statler Hotels, Detroit.
Jan. 11-14—34th Annual Meeting of the Highway Research Board, Building of the National Academy of Sciences and the National Research Council, Washington, D. C.
Jan. 27-29 — Truck-Trailer Manufacturers Association Convention, Boca Raton Hotel, Boca Raton, Florida.
Feb. 15-18—Annual Meeting National Car Rental System, Netherland Plaza Hotel, Cincinnati.
Mar. 14-18—11th Annual Canadian Automotive Service Show, Automotive Bldg., C. N. E. Grounds, Toronto, Canada.
April 20-May 1—37th International Motor Show, Turin, Italy.
May 26-June 4—Exhibition of Automotive Spare Parts, Melbourne, Australia.
June 12-15—Directors and County Vice-Presidents Spring Meeting and Golf Tournament, New York State Automobile Dealers, Inc., Hotel Otesaga, Cooperstown, New York.

NEW!

Series CM11 VICKERS MULTIPLE UNIT VALVES

For MATERIALS HANDLING EQUIPMENT, FARM TRACTORS, BUCKET LOADERS, CONSTRUCTION and MINING MACHINERY, Etc.

MORE PRECISE CONTROL
Improved Metering Characteristics

REQUIRES LESS SPACE
New Combination Operating-Valve and End-Plate Sections

LOWER COST
Simplified Design and Construction

New, compact, more versatile design of valve. End sections combine in one casting the inlet or outlet manifold plate together with any operating-valve section. Inlet section also contains relief valve. Individual outlet plates available for single unit valves. Single- and double-operating valve sections can be added between end sections as needed. Valve can be adapted for tandem (series) operation. Single-acting valves available for either direction of lever shift.

Other features include protection of pump from reverse flow during shifting . . . three point mounting for more simple installation . . . cylinder connections with ¾-16 N.F.-2 straight threads (AND 10050 type) which conform to SAE standards help insure leak-proof connections . . . optional outlet ports in end section so valve can be gasket mounted to the oil reservoir or pipe connected. Designed for use with Vickers Series V-200 Vane Pumps (up to 11 gpm), the CM11 Valve can be used up to 2000 psi working pressure. For further information write for Installation Drawing M168643.

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ENGINEERS AND BUILDERS OF OIL HYDRAULIC EQUIPMENT SINCE 1921

Engineering · Production · Materials

A Monthly Section Describing and Interpreting Technical Developments

TURNINGS

by John T. Benedict

PUT "Turnings" down for the first prediction that colored tires will be the most talked-about innovation when 1956 models are introduced late next year. Our May 17 column gave you a hint of work in progress at the tire companies—and we've recently had confirmation that at least one major car manufacturer has decided to offer colored-tire options in 1956.

Looking beyond 1956, further down the road to the "next generation" in tire and wheel development, a designer sees the long-range possibility of a unified tire-wheel combination. Tire design may tend toward a style resembling present airplane-tire construction — with greater tire cross-section depth and smaller "wheel hub" diameter than presently used on cars.

This would not give a fat-looking balloon or doughnut appearance, since the sides would be flat rather than rounded. Stylists join ride engineers in pushing the development, since they've progressed so much in other design areas that the appearance of the "thing the car is rolling on" is somewhat of a design bottleneck.

Stylists object to the present impression of a "busy-looking" assembly in which the eye is attracted separately to tread, sidewall, circular portion of wheel rim, and large chromed wheel disc. They look hopefully ahead to integrated design of the tire-wheel elements as a "whole" structure.

* * *

Custom Shop Techniques In Mass-Production Plant

IN THE rush of new-model announcements, you may have overlooked some of the steps taken by Chrysler to distinguish the 1955

(Continued on Page 26, Col. 1)

Vital to Production with Automation . .

New Role for Maintenance

By John T. Benedict
Engineering Editor

A SIGNIFICANT trend growing out of the race for automation has been emergence of the maintenance function as a full-fledged partner to production operations.

Extreme mechanization of production brought about by the drive for maximum output at lowest unit cost has caused a reshuffling of the relation between elements comprising unit production costs.

In many automotive manufacturing operations, the direct labor costs are becoming less of a factor in total production costs, while a higher percentage of operating expenditures goes into maintenance services and downtime losses.

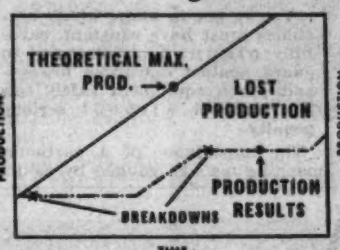
As a result, the maintenance-downtime relationship may well determine whether a plant is successful and profitable.

* * *

WITH vast sums of money invested in plant equipment, top management is vitally interested in avoiding unscheduled production interruptions and minimizing idle periods when no return is earned by invested capital.

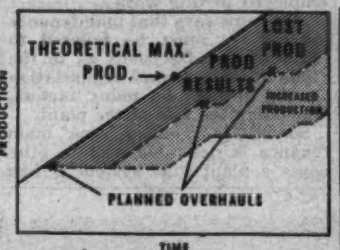
Annual maintenance expenditures of American industry currently amount to about $11 billion. With increasing automation, it is predicted that this figure will rise to $22 billion within 10 years.

This is, indeed, a staggering sum of money—and industry obviously must direct to its maintenance functions the same degree of management skill now devoted to production. Present and future volume production requirements demand the training of highly skilled personnel and well-planned maintenance to prevent idle machinery and profit-eating downtime costs.



No Planning—

The theoretical maximum production rate of a machine is compared with actual output for a certain period of time. Note the amount of lost production caused by breakdowns.



The Pay-Off—

This chart shows the amount of production gained by long-range planning of overhauls. The actual output with this system comes closer to the theoretical maximum production rate.

H. F. McCullough

In the words of Howard McCullough, general manager of the service shops department, General Electric Co., "The ultimate aim of any maintenance program is to reduce unit cost of goods sold. Planned maintenance helps do this by getting the maximum use from equipment and scheduling modifications or renewals on a planned rather than a hit-or-miss basis."

When GE staged its Productive Maintenance Forum in Detroit, recently, a capacity attendance of about 250 plant engineers and maintenance supervisors attested to a growing awareness of the maintenance function's importance.

* * *

Maintenance Vital To Productivity

THE title "productive maintenance" itself is significant, since it is believed to indicate immediately that maintenance is just as vital to productivity as the machinery and the men who operate it. The modern trend is to break away from the concept of maintenance as "just overhead."

Purpose of the forum was to awaken management to the importance of maintenance, and to assist plant engineers with ideas for setting up an effective system to take care of their individual requirements.

Manufacturing companies are reminded to "take a fresh look at the whole apple" and make sure they have an up-to-date, realistic picture of the sources of over-all costs of goods produced.

GE's productive maintenance program is designed to give the optimum production from existing facilities. The five basic steps are: (1) Gather complete equipment data. (2) Evaluate routine maintenance so that the equipment costs will show how much care is warranted. (3) Establish a routine operating control system and organize maintenance schedules. (4) Evaluate the critical maintenance needed for planned overhaul of vital equipment. (5) Establish a critical maintenance program by

(Continued on Page 18, Col. 1)

Hot Idea for Cooling

New Process Holds Promise of Better Radiators Of Smaller Size, Lower Cost

By Ed Brown
Staff Correspondent

NEW YORK.—A. new process in roll bonding promises to reduce costs of tooling for auto radiators, as well as reduce the size and improve the conductivity of the radiator, according to Huntley Campbell, general manager of the metals division of Olin Mathieson Chemical Corp.

Huntley Campbell

Campbell said the new process has already been proved commercially in the refrigeration industry, where it has reduced retooling costs for new evaporator plates from $50,000 to $50; cut retooling time from the usual six months to one week; lowered end-product and production costs, and at the same time increased efficiency of the plates by more than 25 percent.

* * *

ALTHOUGH the actual application of this new method to automobile radiators has not been studied extensively, it was estimated by one of the company officials that the size of the conventional radiator could be cut in half while improving the heat conductivity of the unit substantially.

This means lower initial unit costs, while allowing more flexi-

(Continued on Page 20, Col. 3)

Perpetual Summer Helps Test GM Air Conditioners

DAYTON, O. — Around-the-world summer weather conditions can be made in a matter of minutes in an automobile air conditioning test wind tunnel at General Motors' Frigidaire division.

Here in this unique test cell, engineers of the proving test department control weather by flipping switches.

The tunnel was designed and built to test Frigidaire automotive air-conditioning equipment without the trouble, expense and uncertainty of road tests. Now, an air conditioned car can be driven into the tunnel and the desired simulated weather "turned on" without moving an inch.

Any summer temperature and humidity condition can be dupli-

(See TESTING, Page 20, Col. 3)

* * *

Offsetting 'Classlessness' Trend . . .

Costlier Cars 'More of Everything'

(Continued from Page 1)

may be classified in one of three general groups.

For convenience, the writer has labeled them: "tangible," "real-but-subtle" and "intangible."

* * *

ACCORDING to J. B. Wagstaff, DeSoto sales vice-president, the basic "tangible" advantage is "size" . . . and he says that a number of real points of superiority may be traced to this factor. In the first place, improved appearance is claimed because longer wheelbase and overall dimension enables the stylist to execute a design theme that couldn't be compressed satisfactorily for a shorter car without destroying the effect.

J. B. Wagstaff

Along with greater length, the designer gains width that enables him to provide interior spaciousness that can't be equaled in a smaller car. As one stylist put it: "We're generous in establishing interior dimensions for cars in our lowest-price line — but we're even more generous when we set up the interiors of our expensive cars."

Interiors also are one of the places a body engineer or stylist can spend some of the additional money available in designing a medium or high-priced car. A comparison of different-priced cars will readily show the added effects in ornamentation, dashboard, carpeting and trim materials. Just as real, but not quite so apparent, are the more costly seat springs, thickness of foam rubber pad and added convenience features made possible by the higher selling price.

Some of the added expense items on the exterior are obvious in brightwork, bumpers, grilles, etc. Other high-cost features, such as use of intricate die-castings instead of stampings, and sharp-edged or "reverse-contour" sheet metal styling effects (such as Cadillac uses), are not so evident to the unpracticed eye.

* * *

POWER and performance are other measurable factors still scaled according to price levels,

(Continued on Page 23, Col. 1)

ENG. NEW PRODUCTS
Page 22

Checking Temperatures In Air-Cooled Cars—

Frigidaire's wind tunnel test cell simulates summer driving conditions, with the car operating up to speeds of 60 miles an hour on a dynamometer. Temperatures in 20 and more locations in the car and in the air-conditioning system are recorded as are intensity of simulated sun load, wind velocity, humidity, engine r.p.m., ambient temperature in the tunnel and road horsepower load applied to the rear wheels.

Called 'Heart' of Automated Production . . .

Maintenance Lowers Unit Cost

(Continued from Page 17)

setting aside a budget to stock critical renewal parts and minimize down-time costs.

In introducing the program at the GE forum, Harold Bongarten, manager of the Detroit service shop, declared that productive maintenance is "a working, positive thing." He said, "It doesn't just prevent something; it produces. It doesn't mean added operating costs; it means added profits."

This is, of course, precisely why top management is so interested in having the maintenance function performed on a sound, well-organized basis.

* * *

OWEN WILLIAMS, manager of the maintenance department, plant engineering office of Ford Motor Co.'s manufacturing staff, says that a good preventive maintenance program is the heart of production. Figures cited by Williams indicate that maintenance operations are a vital part of the manufacturing activity — since maintenance costs in Ford Motor Co. are approximately $150 million a year, and nearly 20,000 men are employed in this work.

O. A. Williams

Williams says that maintenance procedures must be tailored to fit the case. Decisions as to the type of maintenance organization to use depend on many factors, including the size of the plant.

Sometimes so-called "area" maintenance is desirable, and in other cases a plant-wide system is best. Often a combination of the two systems is needed to do the job most efficiently.

* * *

Planned Approach Needed for Job

IN PLANNING a maintenance program, Williams advocates: "Pick out the units on which it pays to exercise maintenance. Don't spend a dollar to save a dime."

He says that to effectively control maintenance costs and to minimize unscheduled repairs, it is necessary that definite plans for maintenance activity be made and then followed.

You've got to know which machines must have constant, carefully planned maintenance to guard against downtime losses—and which equipment safely can be neglected without serious penalty.

The importance of a particular machine may be gauged by asking these three questions: (1) Will the failure of this machine stop production? (2) Is there much capital invested in this machine? (3) Will failure endanger health or safety of employes?

Quality Supervision—

W. Grimesey (right), divisional superintendent of the paint department at the Nash body plant in Milwaukee, checks a unit for proper paint thickness. L. Profilio, assistant general foreman, waits to record the results of the magnetic instrument reading.

In Ford's specially prepared literature on maintenance standards, it is pointed out that proper organization is the first step in setting up a maintenance plan. The first phase of putting a proper program into effect is the collection of necessary data so that maintenance may be scheduled without interference to production, and so that unscheduled repairs can be minimized.

* * *

AS INFORMATION is accumulated, each maintenance organization is able to establish stock and spares inventories by actual usage experience. "Normal usage" for each stock item and spare part may be determined by checking designed life expectancy against actual experience. Any item used in excess of normal usage should be investigated to learn the cause of the abnormal consumption.

Maintenance inspection is the means of accomplishing the objective of remedying minor defects before they necessitate major repairs, and to make renewals before equipment fails. The basis for timing inspections is to space them as far apart as possible to reduce cost, yet stay within safe limits of time during which defects ordinarily do not develop to the point of emergencies.

The most economical inspection frequency is determined by experience with a given piece of equipment.

Williams and his staff have made some noteworthy progress in standardization of materials used in maintenance. On lubricants, for example, they have succeeded in establishing standard specifications for each requirement. This also simplifies the purchasing function and makes it more effective—since the purchasing agent considers bids only from sources supplying lubricants that have been "approved" as conforming with maintenance specifications.

In the latest maintenance standards, information is given on what should be lubricated, how often, what type of lubricant to us, and who is to do the job.

* * *

'Selling' the Boss Called Important

WILLIAMS had a worthwhile suggestion for handling the principal problem plaguing maintenance supervisors — namely, the difficulty often encountered in convincing management of the need for and importance of a thoroughly planned program.

In essence, Williams' recommendation is that the maintenance man should offer his management superior a well-organized, carefully planned schedule. Principal points to be covered in the report are: Details of work added, recommended frequency, manpower required, and what may happen if the schedule is not followed.

The maintenance man should, of course, have data to back up his various statements regarding work needed. (A few case histories of past expensive breakdowns also would be helpful ammunition.) Thus, if the proposed schedule is not put into effect for reasons of time, budget or manpower limitations, at least plant management will be in the position of sharing responsibility for what happens.

Also, the maintenance superintendent will have served his cause better by anticipating trouble than by waiting until something happens, then going into the front office with his complaint that he was not permitted to do a proper maintenance job.

* * *

IN HIS forum presentation, L. G. Clover, GE's manager of plant engineering and maintenance services, offered some excellent suggestions for the approach to be used in submitting a budget request to top management.

He asserted that a clear-cut allocation of money should be made for routine maintenance, planned overhaul, buildings and grounds upkeep, miscellaneous unpredictable work, new installations and rearrangements of existing facilities.

Clover suggested that the maintenance supervisor analyze the history of breakdowns in his plant over a given period of time. This breakdown list also should

(Continued on Page 19, Col. 1)

Beck Expands

Beck Chevrolet Corp., Fredericksburg, Va., has expanded its service department.

Said to Lower Unit Cost . . .

Maintenance Seen In 'Partner' Role

(Continued from Page 18)

be interpreted in terms of money lost considering all factors such as idle labor, spoilage, rework, overhead, overtime repair work, product dollars lost, etc.

Next, a complete description should be prepared to show what is believed to be the most favorable or desirable maintenance program for the plant—including a carefully worked-out budget.

This should be presented to management with a concise comparison between the cost of existing downtime losses and the cost and benefits of the proposed maintenance program.

* * *

'Area' Maintenance In Engine Plant

IN A recent talk on Automation, Norman Conrad, general maintenance superintendent at Ford's Cleveland engine plant, outlined a simple example to show the importance of downtime. Conrad described two lines of producing machinery merging into one where machine capacity permits — and then back to a double line. This is done entirely by electrically controlled, pneumatically or hydraulically powered shuttle systems.

This gives an idea of the complex electrical system needed for proper interlocking, plus the hydraulic or pneumatic cylinders used for motive power. It is apparent that, if one operation stops for any reason during working hours, a production line is halted —and the entire plant operation is affected within a short period of time.

After pointing out that some departments in the plant are automated 100 percent, Conrad told about the new "productive maintenance" methods that are used. He said that it is no longer satisfactory to operate on the basis of delaying repairs until a machine breaks down.

To gain fast, efficient maintenance service, it was found necessary to decentralize maintenance activities. This led to so-called "area" maintenance, with the plant divided into five areas, instead of having all maintenance service come from one central shop. Each area has one man responsible for all the maintenance of his zone over a 24-hour period. He in turn has foremen on each shift responsible to him.

The men to run these departments are chosen for their ability to keep everything in first-class condition and to recognize signs of impending trouble. Hourly workers also are assigned to each specific area. With this arrangement, Conrad said, both supervision and hourly workers are thoroughly acquainted with the equipment, and top efficiency is obtained.

* * *

Record Keeping Is Essential

INFORMATION gathered in connection with the maintenance program aids in determining any perishable parts that must be stocked for special equipment and machine tools, as well as standard maintenance stock.

An IBM record system is used by Conrad's staff to make available complete maintenance data for any machine, over any period of time, at a moment's notice.

This information may be used for highlighting any machinery by single unit, or by department. It also is useful in supplying engineering departments with pertinent operating data relating to any special machine tool or piece of equipment.

Conrad also has found that a "standards program" is a valuable aid to productive maintenance. At the engine plant, standardization of materials, processes, industrial equipment and specifications assists in simplifying the problem of keeping adequate replacement supplies in stock.

* * *

AT VICKERS, a planned program of systematic preventive maintenance is strongly recommended for hydraulic equipment. Although properly designed hydraulic equipment theoretically may be expected to operate indefinitely under ideal conditions, actually, it is pointed out that conditions seldom remain "ideal," except in the laboratory.

During Vickers' 1954 forum on production machine tool hydraulics, Gregory McKeown said that regular inspection of hydraulic equipment should be made for such factors as leakage, oil level and condition, air breathers, noise level, oil temperature and cycle time. An adequate stock of spare parts was recommended to reduce machine down time.

The groundwork for proper preventive maintenance is, of course, laid in the machine design stage. Both users and builders of production equipment recognize the need for following Joint Industry Conference recommendations in preparing specifications for new machines.

Hydraulic units should be applied to operate within the manufacturer's recommended limits. Reservoir design must provide adequate protection against dirt and overheating.

* * *

Machine Design Aids Maintenance

AT CROSS CO., Chief Engineer Kurt Tech emphasizes the importance of "tagging" or identifying the various components on the machine. Tech recommends that all limit switches be identified by number corresponding to the electrical diagram. Valves should be identified by both unit number and function.

Kurt Tech

Machine compartments should be adequately tagged to indicate whether they are electrical raceways, or contain mechanical components. All wires should be adequately identified to facilitate tracing of circuits during service operations.

Another phase of mechanical design considered of importance at Cross Co. is to design machines so they can be kept clean. Tech says there are two ways in which units may be improved to enhance cleanability.

First, the working area on a machine tool should be kept as open as possible so suction systems may be connected to remove dirt and dust created by the metal cutting operation.

The second design consideration is to keep the lines of the machine as smooth and uncluttered as possible. This increases the likelihood that the machine will be kept in a clean condition.

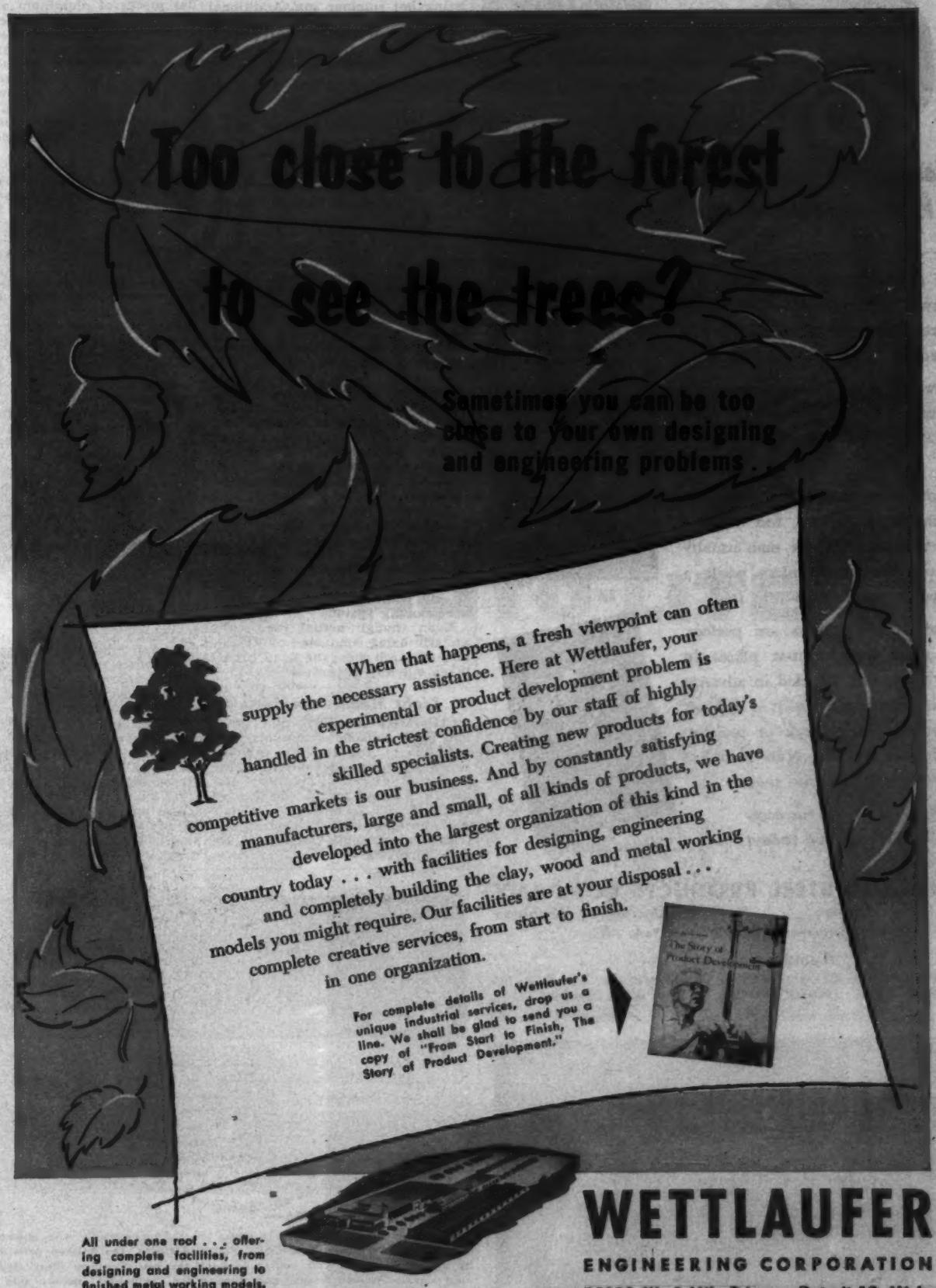
Other design aspects considered important by Tech are: Minimizing hydraulic leaks by avoiding threaded pipe fittings and using manifolds with "O" ring seals, mounting valves away from the machine when possible, remote mounting of power cylinders, plastic covers on limit switches and separate mounting of solenoids in an oil-tight compartment.

* * *

AN IMPORTANT point made by both Tech and the Cross service manager, Robert Read, was the advisability of having engineering drawings, service manuals and other useful literature filed near the machine, where it is available to the men who perform the maintenance. Such information is not of much use to service people when it is stored in the engineering department or elsewhere in the plant.

What will be the future course of maintenance trends? With growing recognition of the need for an organized approach to this function, there are indications that every possible means will be explored to make planned maintenance programs as efficient as the machines they service.

However, as one of the GE forum speakers said: "When maintenance people realize that their prime obligation is to production, when management realizes that proper maintenance is the key to continuous production. In short, when both realize that they have exactly the same objective, then — and only then—is true productive maintenance practical and possible."



Hot Idea for Cooling

New Process Holds Promise of Better Radiators Of Smaller Size, Lower Cost

(Continued from Page 17)

bility in placement under the hood of the automobile, thereby opening up new design methods.

The new process makes it possible to create any pattern of tubing, however intricate, within a single homogeneous sheet of metal. Almost any metal may be used to produce the same results in roll bonding, including copper, high copper alloys and stainless steel.

Experimental radiators, Campbell said, made by the roll bond process have no solder. Nothing but copper. By roll bonding, fins can be made an integral part of the radiator. Tubing within carries the coolant. Only copper is between the collant and the fins; so heat could be dissipated directly through copper with its high conductivity. This means that the radiator of tomorrow may be much smaller; much more efficient, he said.

* * *

ANOTHER important consideration in the application of this new process, it was pointed out, is the reduced chance for tubes within the rolled plates to develop leaks.

Any pattern that can be drawn on a piece of paper can be reproduced as tubing within a metal sheet. Even complicated parallel or multiple tubes, running at right angles in two or more layers, can be made with complete efficiency.

Air-conditioning units can be made smaller, using this new process, according to company officials, at lower cost and more efficiently. This, they claim, will have a direct relation to air-conditioning units in automobiles within the next few years. Automobiles will come equipped with far more efficient units, at less cost, by using the new sheet tubing method.

This process is being used currently by a major manufacturer in the refrigeration industry. It has been possible to eliminate entirely a freon accumulator compartment, which normally is attached to the side of a refrigerator evaporator plate. By substituting the tubing within metal sheets all of the former copper and aluminum welded joints have also been eliminated.

Olin Mathiewson has begun construction at East Alton, Ill., of a $6 million plant to put the new process on a mass-production basis for other industries.

* * *

THE process of producing a refrigerator evaporator plate by the new process is as follows: Two flat pieces of aluminum or copper are cut to size and cleaned. Using a silk screen process, the pattern that will become tubing and other passages is applied to one of the flat sheets. The "paint" used to apply the pattern is a stop-weld material that prevents a surface painted with it from bonding to another piece of metal under heat and pressure.

The stop-weld material is squeegeed onto the metal by a rubber roller. The two sheets are placed face-to-face to form a metal "sandwich." The "sandwich" is heated and rolled. The first hot rolling produces a complete bond.

Subsequent cold rollings reduce the now homogeneous sheet of metal to proper thickness. Further rolling operations elongate the pattern several times. The key to success of the operation is to plan a silk screen pattern which, when elongated, will result in perfectly proportioned patterns.

After roll bonding, the fused material is annealed. Everything bonds except the area where the stop-weld pattern has been applied. After annealing, one end of the elongated metal plate is trimmed. This bares the lead-in end of the stop-welded pattern. A needle, much like that used to inflate a football, is then inserted into the bared end of the stop-welded pattern.

* * *

THE next step is to place the bonded plate between two heavy platens in a hydraulic press. Hydraulic pressure is then applied to inflate the non-welded design. Areas where stop-welding has been applied become passageways. These passageways are an integral part of the material.

There is, according to company officials, absolute fusion of the metal with complete grain growth. This means the metal fuses together as if it were one original piece of metal.

The passageways are then flushed out and cleaned to remove the stop-weld. It is then thoroughly dried internally.

* * *

Testing

(Continued from Page 17)

cated, plus a wind velocity condition of air blowing completely over and around the car at speeds up to 60 miles per hour.

* * *

A BATTERY of overhead infrared heat lamps is controlled in banks of three sections. The lights throw heat directly on car, simulating hot summer sun. Additional heat is introduced into the tunnel by means of a steam-heat coil located in the return air chamber.

Fresh outside filtered air is added at the rate of 25 per cent of the blower capacity. This keeps the air pure while operations are going on. Suction blowers remove exhaust fumes. A carbon monoxide alarm warns the operator if any minute amount of the dangerous gas is present.

In setting up a test, the car is driven into the tunnel and stopped with the rear wheels resting on a dynamometer. This device is used to tell the road horsepower load applied to the rear wheels.

Thermocouples are placed in the car and in the air conditioning system at 20 to 30 locations. The tunnel is then closed and a proving test expert remains to conduct the tests from within the car.

* * *

THE test control operator and an assistant sit outside the tunnel. They observe the proceedings and give instructions to the man inside.

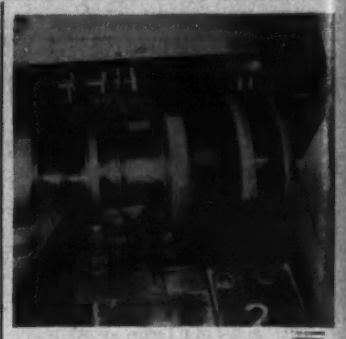
The outside operator has an array of instruments that tell him at a glance how the test is going.

He can control and observe such things as the speed of the car, road horsepower, the ambient temperature and the relative humidity around the car, wind velocity, car engine r.p.m., and the temperature at any point inside the car or air conditioning system.

Even though actual road tests are still being conducted by Frigidaire research men, the wind tunnel takes out any guesswork.

Light Metal Developed

CHICAGO.—A lightweight titanium alloy considered suitable as a replacement for steel in military vehicles has been developed for the Ordnance Corps by Armour Research Foundation of the Illinois Institute of Technology. Officials said the alloy is 40 percent lighter than high-strength steel and resists corrosion.



Cast Steel Crankshaft—

The automotive industry's first cast steel crankshafts were machined on Wickes center drive lathes with Wesson band-type multicut holders and Wessonmetal carbide at the Wickes Bros. plant in Saginaw, Mich. Cast steel cranks are slated for introduction by a major auto manufacturer in a 1955 model.

* * *

Cast Steel Cranks Scheduled for Full Production

SAGINAW, Mich. — Cast steel crankshafts which will be introduced by a major auto manufacturer in a 1955 model, are scheduled to go into full production, after the first units have been machined successfully at the Wickes Bros. plant here.

The units were made on center drive lathes with Wesson band-type multicut holders and Wessonmetal carbide.

Several modifications have been incorporated in the cast steel set-up, compared with the first cast iron crankshafts of several years ago.

While formerly 34 tools were required to turn all five main bearings, flange end and stub, only 25 multicuts mounted on two slides are required on the steel crank tooling. Also, dual-insert holders which turn the mains and journal fillets are designed to perform cheeking operations when desired.

Competition Cited For Better Tires

CHICAGO.—Better tires as the result of vigorous competition between rayon and nylon in the tire-cord field were forecast here at the convention of the National Assn. of Independent Tire Dealers.

Nine out of 10 tires produced now are made with rayon cord, Benjamin Wood, director of the American Rayon Institute, told the delegates. He credited the rayon industry with leading the way in cord construction.

In another address, W. D. R. Straughn, of duPont's textile fibers department, prophesied increasing penetration of the tire cord market by nylon. Straughn pointed out that in 1953 there were three brands of nylon tires available, compared with 32 brands at present.

Welded Roads

Torches Help to Speed Up Highway Building

YORK, Pa. — Modern highways are being literally welded together, according to R. C. Freeman, general manager of General Electric's welding department.

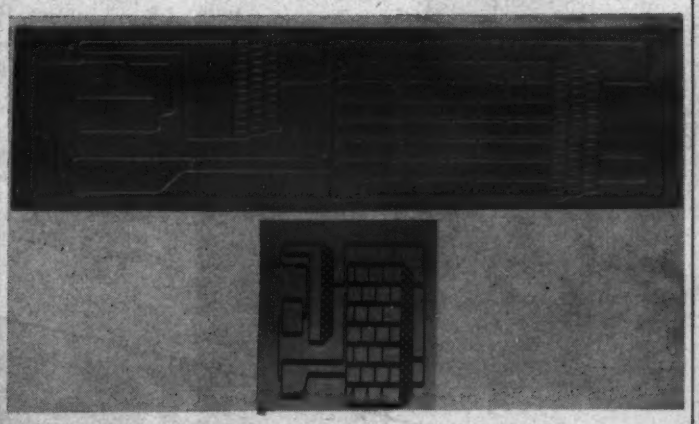
In a talk at the opening of GE's new welding plant here, Freeman noted that "steel reinforcements for highways are being welded to provide more durable thoroughfares for the country's heavy traffic load."

"This method," he said, "is gradually replacing the old-fashioned, time-consuming manual joining process."

New Firm Offers Armoring Process

FORT WORTH. — Formation of Armoloy Co., which will offer to industry an exclusive process for armoring moving metal surfaces against frictional wear, has been announced by George A. Jaggers, president.

Armoloy not only reduces friction, Jaggers said, but provides a lubricated surface that will not crack, chip, flake or peel when subjected to standard bend tests.



Integral Tubing Maze—

A finished evaporator plate is shown in the upper photo, with one-half of the "sandwich" from which it is made illustrated below. The finished plate was made by adding the other half, rolling to bond the two aluminum sheets and squeeze them out to finished length, and dilating the "stop-weld" pattern with hydraulic pressure.

For Speedy... Economical Assembly

SPECIFY MIDLAND Welding Nuts

Ideal for Hard-To-Get-At Places ...Will Not Work Loose or Rattle!

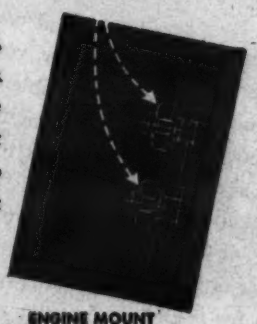
Whether you're designing a product or building it, the Midland Welding Nut is the answer to the problem of accurately and securely fastening metal parts into a main assembly . . . speedily, economically.

It is welded to the parts so that a bolt can be turned into it without the need for any device to hold it and keep it from turning.

This frequently means that one man can do the work of two, for with an ordinary bolt and nut one man usually has to hold the nut in place while a second man turns the bolt into it.

Midland Welding Nuts are perfect, too, for those hard-to-get-at places in assembly operations. Welded in advance to those inside spots where it is difficult —or *impossible*—for hands or tools to reach, Midland Welding Nuts hold fast while bolts are turned into them.

Write or phone for complete information today!



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- PRESSURE
- STAINLESS
- CARBON
- STAINLESS PIPE
- STAINLESS FITTINGS

Representatives for PITTSBURGH TUBE COMPANY
COLD DRAWN BUTT WELDED

Millions Urged by Auto-Lite to Visit Car Dealer Show Rooms

TOLEDO, OHIO—Across the nation, readers are being urged through the special advertisement reproduced on this page to visit car dealers and see the brand new 1955 models. It will appear on November 27th in the SATURDAY EVENING POST as an important part of the overall campaign heralding the introduction of new models by car manufacturers served by Auto-Lite.

Posters Displayed in all Auto-Lite Plants

Colorful posters reproducing the advertisements are being displayed in 28 Auto-Lite plants from coast-to-coast and a special letter has been sent by Mr. James P. Falvey, President of the Company, to nearly 30,000 employees. Included with the letter was a small folder giving employees tentative announcement dates. The importance of the introduction of 1955 cars and their acceptance by the public was given special emphasis at foremen's meetings.

Trade Told of Program

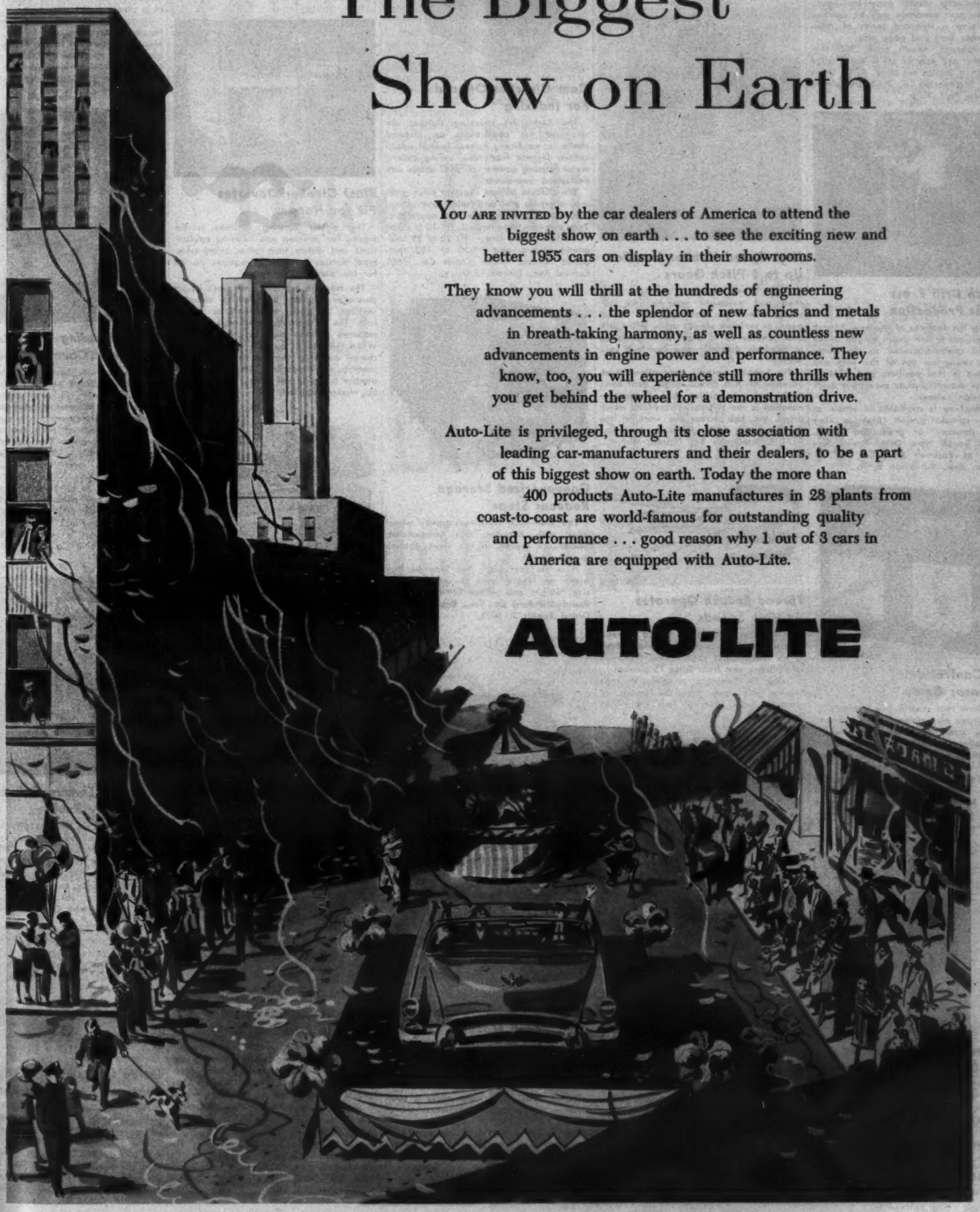
Through its field representatives, news of this program has been relayed to the trade so they, in turn, could encourage their employees and their families to join in this activity. In addition, special presentations were made to officials of trade organizations in the automotive field so that they would have an understanding of the program.

Program Publicized Nationally

The program is being given extensive publicity nationally in daily newspapers and in business and consumer publications. Present tabulations indicate that the total circulation of the publications in which stories of the program have appeared is nearly twelve million. In the cities and towns where Auto-Lite plants are located, community leaders and molders of public opinion have been told of the program through special material outlining the company's objectives.

"Because of our close association with our car manufacturer customers, we want to do all we can to stimulate interest in the new car models," explains Mr. Falvey. "We at Auto-Lite like to feel that we are aware of our responsibility to our customers. We hope this program will not only increase the natural appeal the new cars have for the average American, but that it will also benefit our car manufacturer customers and their dealers."

The Biggest Show on Earth



YOU ARE INVITED by the car dealers of America to attend the biggest show on earth . . . to see the exciting new and better 1955 cars on display in their showrooms.

They know you will thrill at the hundreds of engineering advancements . . . the splendor of new fabrics and metals in breath-taking harmony, as well as countless new advancements in engine power and performance. They know, too, you will experience still more thrills when you get behind the wheel for a demonstration drive.

Auto-Lite is privileged, through its close association with leading car-manufacturers and their dealers, to be a part of this biggest show on earth. Today the more than 400 products Auto-Lite manufactures in 28 plants from coast-to-coast are world-famous for outstanding quality and performance . . . good reason why 1 out of 3 cars in America are equipped with Auto-Lite.

AUTO-LITE

Engineering and Production New Products

Depth Gage Utilizes Interchangeable Bars

An indicator depth gage for practically any part condition may be selected by utilizing a standard series of interchangeable bars and gage pins.

All standard models have .200 inch adjustment and may be set to either gage blocks or a master set gage. A. G. Davis Gage & Engineering Co., 21435 DeQuindre Rd., Hazel Park, Mich.

* * *

14-Inch Drill Press Speeds Production

Among the features of the new 14-inch drill press are a belt guard hinged at the rear and counterbalanced so the guard can be swung up out of the way and suspended in that position, and a pivoting motor mounting plate permitting quick belt tension release.

The machine is available in single or multiple spindle models, high or slow speed, standard or production tables, floor or bench type. Delta Power Tool division of Rockwell Mfg. Co., 437 N. Lexington Ave., Pittsburgh 8, Pa.

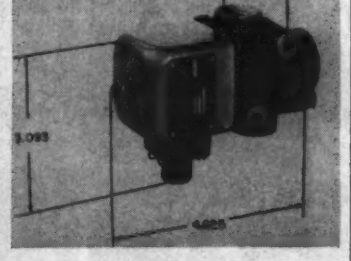
* * *

Tool Control Unit Decreases Costs

The Cross tool control unit is available for all types of metalworking equipment, including screw machines, drill presses, gear hobbers, punch presses, gear shavers and milling machines, in four different sizes.

The Toolometer is said to stop the machine automatically for a scheduled change, to reduce tool costs and increase machine efficiency. Cross Co., 3250 Bellevue Ave., Detroit 7, Mich.

* * *



Pneumatic Valves Offered For 3,000 PSI Pressure

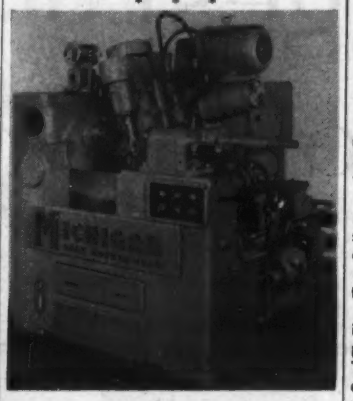
A line of solenoid-operated shutoff and selector valves for aircraft and industrial applications has a pressure range from 0 to 3,000 p.s.i. and a temperature range from 65 degrees below to 265 degrees Fahrenheit. Mar Vista Engineering Co., 5420 W. 104th St., Los Angeles 45, Calif.

* * *

Ultrasonic Generator

A multi-crystal ultrasonic generator for construction of larger and more flexible industrial cleaning equipment has been announced by the Specialty Control Department of General Electric Co., Schenectaday 5, N. Y. It consists of a power oscillator and the transducer assembly which contains five quartz vibrating crystals and can be remotely located from the oscillator.

* * *



High-Speed Hobber Handles Up to 8 Pitch Gears

Model 1445 features "plunge" cutter feed and automatic work-holding tailstock. It machines both spur and helical gears at variable speeds up to 570 r.p.m. and handles up to eight pitch gears up to five-inch diameter and four-inch face width.

The hobbing spindle head allows three adjustments: hob thread angle, gear helix angle and hob position shift. Another innovation is the hydraulic cross-feed which drives the hob across the work at the desired helix angle. Michigan Tool Co., 7171 E. McNichols Rd., Detroit, Mich.

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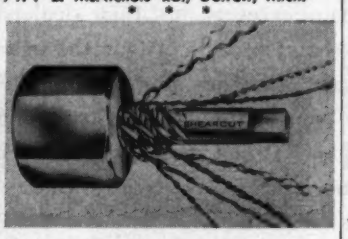

Thread Broach Operates At High Speeds

The Shearcutter Super-Speed Thread Broach is said to operate at speeds three to six times faster than normal taps and to cut labor cost from 25 to 75 percent.

Using the shearcutter principle, the taps require less than half the power of ordinary taps. Shearcut Tool Co., 7045 Darby Ave., Reseda, Calif.

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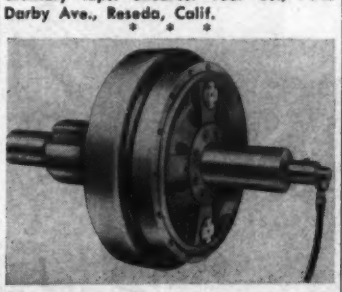


Air Clutch Provides Finger-Tip Control

The Air-Grip is said to respond instantly to touch of the throttle because a minimum of air is used in the operation of the clutch. Instant disengagement is achieved by release valves built into the clutch.

Other advancements include provision for internal ventilation and for mechanical engagement in case the air supply fails. Dodge Mfg. Corp., 1952 William St., Mishawaka, Ind.

* * *

Bearings Bulletin

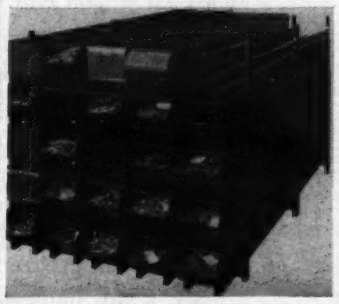
A new line of low-cost, self-aligning pillow blocks and flange bearings is described in Bulletin PB-54 issued by Congress Drives Division of Tann Corp., 3750 E. Outer Drive, Detroit 34, Mich. The bulletin illustrates the increased lubrication life said to be provided by Permawick packing, which holds nine times its weight in oil up to five times longer than wool felt wicking.

Cam Clutches Offered For Indexing

The Series HT indexing clutches are designed for application on stepped shafts in machinery drives. Typical applications include feed rolls, spring coilers, metal forming equipment, dual drives and two-speed operations.

The clutches feature constant pitch spacing, alternate cam and roller construction, providing accurate indexing operations. They come in three models: HT-10 is rated at 15 foot-pound torque; HT-20 at 55 foot-pound torque, and HT-30 at 160 foot-pound torque. Morse Chain Co., 7601 Central Ave., Detroit 10, Mich.

* * *



Conveyorized Storage Reduces Steps

The Flow-Rack combines gravity wheel track with Rapistan rack components. Goods are moved to the front through use of gravity.

It is six feet high, but may be any width or length, and is adaptable to size, weight and nature of the product. Rapids-Standard Co., Inc., Rapistan Bldg., Grand Rapids 2, Mich.

* * *

Slide Rule Pencil Writes, Measures and Calculates

The series 400 Devco pencil handles like a conventional slide rule. It is six inches long and sturdily designed.

It features dimensional stability, dependable calibrations and compactness. Device Development Co., 226 W. Fourth St., New York 14, N. Y.

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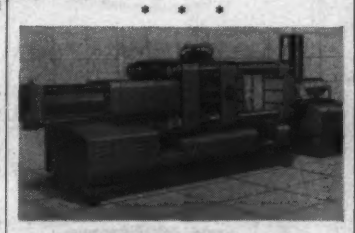


Die Casting Machine Offers New Clamp Design

This new H-P-M cold chamber, high pressure, die casting machine features a new clamp design and advanced-design injection ends. The clamp offers a combination of hydraulics for smooth movements.

The injection end is a compact, self-contained unit, including pump, motor and reservoir. Its speed control operating valve brings variable acceleration to metal plunger action. Hydraulic Press Mfg. Co., 830 Marion Rd., Mount Gilead, O.

Pushbutton Hand Switch

Model 1PH1 switch is designed to fit into conventional FS and FD electrical boxes and is designed for use on punch presses and other hand-operated equipment, according to Minneapolis-Honeywell Regulator Co.'s Micro-Switch division, Freeport, Ill.

* * *

Blast Cleaner Obviates Pit for Hopper

This airless blasting machine is designed for cleaning and peening applications and differs from other swing-table-type devices in that it requires no pit for the abrasive hopper.

The machine has a 40-inch work height clearance and can be used for cleaning castings, forgings, weldments or stampings. The 72-inch diameter work table is mounted on the door of the machine. When the door is opened, the work table comes out into the room for ease in loading and unloading. American Wheelabrator & Equipment Corp., 1016 S. Byrkit St., Mishawaka, Ind.

* * *

Pedestal Design On 1955 Lathes

Featuring greater operator convenience, this heavy cast-iron pedestal encloses the motor and drive. The tailstock leg provides storage space for tools and accessories.

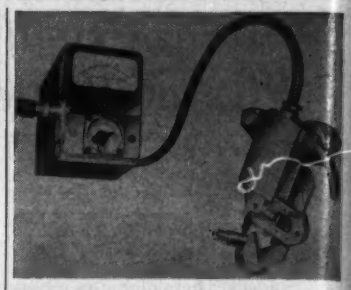
The pedestal is available on all 10, 11 and 13-inch swing lathes. Among improvements are double neoprene cog V-belts to the spindle for greater pulling power. "Zero precision" tapered roller bearings have a single takeup for adjustment and wear. Sheldon Machine Co., Inc., 4258 N. Knox Ave., Chicago 41, Ill.

* * *

Work Support Offered For O.D. Grinding

The Steady-Rest is designed as work support in outside-diameter grinding operations. It is said to maintain equal support of the work pieces regardless of length, while permitting grinding wheel to pass back and forth without stopping.

It is available in three models, for universal grinders five to six inches in center height; for universal grinders six to 7½ inches in height, and for No. 13 universal B and S grinders. Last Word Sales Co., 18500 Mount Elliott, Detroit 34, Mich.



Electronic Unit Controls Grinding Machine's Cycle

The Electro-Autosizer is said to control a grinding machine's cycle and guarantee tolerances as low as .00004 inches. The standard Model CG-2 is about the size of a shoebox.

Uniformity through large runs was found in tests in which the millionth piece was identical to the first within the guaranteed tolerance of .00004, according to the Electro-Autosizing Machine Division of Industrial Gauges Corp., 42 Grand Ave., Englewood, N. J.

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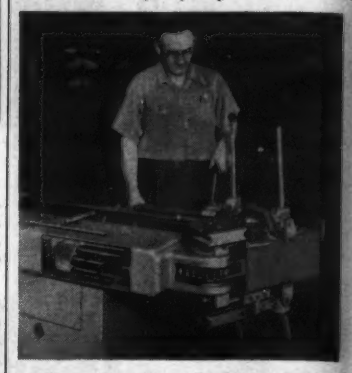

2-Way Bending Unit Works Clockwise, Counter-Clockwise

Series 1400-A features a horizontal semi-automatic tube bending machine designed for both clockwise and counter-clockwise operations. An extended main spindle and double ways are mounted on top and bottom of both the stationary and swinging arms. The unitized head and top assembly is double-hinged to the base, turning over the assembly 180 degrees.

Changeover to either operation can be made in a few minutes. Production rate is approximately 300 bends (150 pieces) per hour on one-inch 16-gauge steel tubing of four feet in length, according to Pines Engineering Co., Inc., 601 Walnut St., Aurora, Ill.

* * *

Compact Torque Converter Offered by Funk

Model C-20 is an exceptionally short coupled torque converter for use where length is a problem. It is available in both ventilated and non-ventilated type.

Standard outside flanges attach to right-angle drives, transmissions, gear reductions, power takeoff hubs or other drives. Funk Aircraft Co., Coffeyville, Kans.

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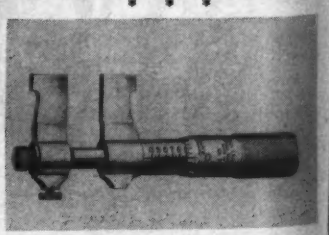


Inside Micrometer Caliper Features 1 to 2-Inch Range

No. 700 Inside Micrometer Caliper measures hold diameters and linear dimensions between inside surfaces.

The instrument has a range of 1.000 to 2.000 by thousandths of an inch. The jaws are hardened on a radius for more accurate "feel" without cramping. L. S. Starrett Co., 101 Crescent St., Athol, Mass.

Offsetting 'Classlessness' Trend . . .

Costlier Cars 'More of Everything'

(Continued from Page 17)

with a stepup as you move from one price class to another. Practicality of the power advantage is, however, a debatable point. With 1955 lowest-price cars surpassing the horsepower figures of the most expensive cars of only four or five years ago, it may be said with some justification that the least expensive cars are approaching the practicable, usable limits.

Principal acceleration superiority still claimed by higher-priced cars is in the middle and high-speed ranges. There is plenty of reserve power in the bigger engines to assure agility for highway passing maneuvers requiring rapid acceleration from speeds of 50 miles per hour.

Other specific points of quality superiority, cited by medium and high-priced car engineers, come under such headings as balancing, tolerances, materials, design and manufacturing processes.

To illustrate these points, DeSoto engineer George Gale, referred to propeller shaft balancing to a fine degree that would not be possible for less cost; and rigid specifications for balancing wheel and tire assemblies to limits of eight inch-ounces—which requires fine quality control and adds to the cost. Additional items mentioned by Gale as indicative of medium-priced car quality were superfinish brake drums, extra-cost heat treating on some parts, and costlier alloy specifications to add strength or durability.

At Cadillac, Carl Rasmussen, assistant to the chief engineer, had a list about six pages long of things Cadillac does that simply cannot be afforded in a low-priced car. Items on the list range from dozens of so-called "detailed refinements" (special glass in outside mirror) to more important individual points, such as the amount of development work on control of vibration and body shake.

* * *

Subtle Advantages

RETURNING now to subtle differences arising out of the cumulative effect of the many points of mechanical superiority—a better ride and more all-around comfort are qualities indisputably associated with the higher-priced cars.

In this country, size and weight generally have been related to riding qualities, with wheelbase a key dimension in design for maximum comfort and ease of handling. Pertinent design factors include: Ratio of sprung to unsprung weight, leaf spring length, tire size and jounce space available for wheel deflection.

Smoothness of operation and general noise level inside the car are additional attributes in which superiority is claimed by the higher-priced cars. Smoothness is enhanced by such factors as engine balance and reserve power, close manufacturing tolerances throughout the car and attention to vibration suppression.

Noise level is, of course, affected by the above points. But it also is held to a minimum by more liberal use of insulation and sound deadeners in the higher-priced cars. For the passenger compartment, critical insulation locations are under the carpet, on the roof panel and on the fire-wall.

* * *

Intangible Assets

IN THE area of so-called intangible benefits, prestige value is, of course, a prime virtue of medium and high-priced cars. As an important buying motivation, this factor is vital in determining the choice made among different cars.

It would seem that the "prestige value" is destined to grow in importance as a factor in selection of a car, since today's auto advertising is designed to flatter the ego and bolster self-esteem of the potential car buyer.

To cater to the buyer's desire for individuality in his car, the degree to which cars are "built to order" increases as the price tag goes up. In a typical medium-priced car operation, 50 to 60 variations are offered in exterior paint combinations alone. The variety of choices rises to more than 400 merely from the combination of exterior and interior options.

One manifestation of this desire for "something different" is the preference for utmost "luxury" in feel and appearance of the car. In fact, as Charles Burgess, manager of Lincoln-Mercury's planning and programming department, puts it:

Charles Burgess

"Car manufacturers today have to go all out to keep pace with the public's apparently insatiable demand for added luxuries."

At Packard, chief styling engineer Edward Macauley believes that it is undesirable to have a strong "family resemblance" between cars in different price brackets. He says that the long-range plan is to gradually separate the Clipper and Packard lines further apart from the "curbstone identity" standpoint.

* * *

THE used-car market provides further evidence of real and intangible advantages of the higher-priced cars. Every year, thousands of buyers pay as much or more for used models of the higher-priced makes than they would pay for a brand-new low-priced car.

Prestige value, performance, comfort, luxury, size and roadability are commonly mentioned factors in evaluations of reasons for such buying decisions. Safety may be another. Many people "just feel safer" in a bigger, heavier car, although it would be difficult to prove that a medium or high-priced car is really "safer" than one in the lowest-price class.

It does seem reasonable, however, that the total cumulative effect of extra money spent in the many areas of design (including brakes) may provide safer all-around transportation.

High engine horsepower of the more expensive cars leads to still another point in their favor when you consider power available for car performance after installation of such power-absorbing accessories as air conditioning, power steering and power brakes.

This idea leads to a fundamental view held by medium-priced car makers: "You can easily add enough options on a low-priced car to bring the cost up to medium-priced range. But you still have a dressed-up low-priced car—not the true equivalent of a medium-priced car in size or the long list of specific points of mechanical superiority."

Throughout the industry, many people say that the heavy demand for "deluxe" and "luxury" models is a sign of the times. But, regardless of the state of the nation's economy, it is widely believed that there always will be extra-quality and extra-luxury items available on cars—and that many of these things will be beyond the reach of the greatest mass of buyers.

Apart from this, higher-priced car manufacturers give varying degrees of support to the idea that a certain percentage of people are quite willing to pay for the privilege or distinction of driving a relatively low-volume car.

It is natural to want "the best you can afford" in a car. The medium and high-priced car buyer gets enduring inner satisfaction from his achievement or "success"—plus pleasure from enjoyment of his neighbor's knowledge that he was able to afford the higher price tag.

DuPont Grease Thickener Revealed to Experts

SAN FRANCISCO. — A Dupont grease thickener, Estersil GT, has been demonstrated at the National Lubricating Grease Institute by G. C. Meyer of the DuPont Petroleum Laboratory.

It is a laboratory-developed derivative of silica so fine that millions of particles of it could be placed on the head of a pin.

Each particle is covered with a chemical raincoat, giving the thickener waterproofing qualities.

Delco Radio with Signal-Seeking Tuner on General Motors 50 Millionth Car!

It's the greatest advance in auto radios since pushbutton tuning

You'd naturally expect this "car of cars"—a magnificent golden Bel Air Chevrolet—to have the *very newest*, the *very best* features. That's why it's equipped with the new Delco Radio with Signal-Seeking Tuner.

The nerve center of this marvelous radio is the Signal-Seeking Tuner. It *automatically* finds and tunes in any station you want. Just touch the selector bar . . . and the magic of electronics takes over, tuning in the nearest station on your dial with pinpoint precision. Touch it again to change stations . . . and so on across the dial. *It's as easy as dimming your headlights!* And it's all done so smoothly, so accurately, so effortlessly, you need never take your eyes from the road ahead!

If the Delco Radio with Signal-Seeking Tuner is good enough for this history-making car, don't you think you ought to have it on *yours* too? Many fine cars will offer it for 1955—ask your car manufacturer.

Another Engineering First from General Motors . . . The Delco Signal-Seeking Tuner, an Entirely New and Advanced Concept in Auto Radio Design and Performance.

GM GENERAL MOTORS

DELCO AUTO RADIO

DELCO RADIO • DIVISION OF GENERAL MOTORS • KOKOMO, INDIANA

A Whole New Idea in the Volu 195

NEW IDEA!—the extra safety of Double Strength Single Unit Body Construction. In the Rambler, the entire body-and-frame—one solid, welded unit is assembled with the "power train" (as shown above). In old-type construction (right) body, frame and "power train" are all separate units merely bolted together.

The sweeping changes in the American way of life indicate a volume market for an automobile specifically designed for today's driving conditions.

The 1955 Rambler is such a car. It represents a whole new idea in automobiles—a car conceived and built to answer the motoring problems created by this "New America"—

- The greatest mass movement in our history —the exodus to the suburbs.
- The 250% jump in two-car families since 1948.
- The emergence of the woman as the driver of the family.
- The phenomenal rise in vacations by car.
- The jam-packed traffic that strangles our roads and makes parking a problem.
- The 40-hour week that has sky-rocketed week-end fishing, hunting and camping trips.

Just 72 hours ago, we presented the new 1955 Rambler at Hudson showrooms and Nash showrooms from coast-to-coast.

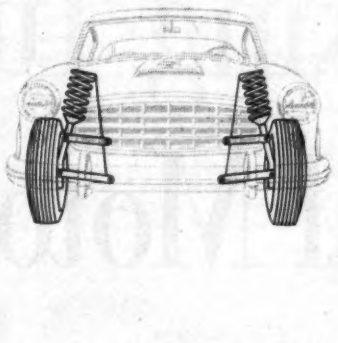
Millions saw a car that can turn sharper, outmaneuver any car built in America today—and out-distance them all on a tank of gasoline.

They saw luxury never offered before in the low-price field.

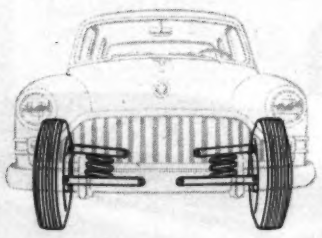
They saw price tags that start a whole new standard of value. For never before have cars so fine been priced so low.

America's Smartest Car for Town and Travel

NEW IDEA! The comfort of the Rambler Deep Coil Ride. Possible only with Double Strength Single Unit Body, the longer Rambler springs are braced outward like "Sea Legs" and are located above the center of gravity to give sway-proof stability on curves and hills . . . cushioning the ride on the roughest roads.

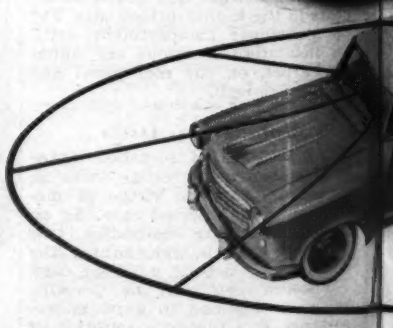


OLD-STYLE SPRINGS are close together, offer little resistance to side-sway. Notice how much shorter ordinary springs are—lacking the length and suppleness to absorb shock. Compare the Rambler ride with any you've ever known before.



WANTED—maneuverability in tight places. Here again the Rambler is tops. Its 36-foot turning diameter is the shortest of any American-made family car. Even the tiniest lady can turn the Rambler with her fingertips.

WANTED—interior room on a compact wheelbase. The new Ramblers offer as much riding and luggage room as many cars of bulky proportions. There's even room enough for exclusive Twin Travel Beds in four-door Rambler models.



WANTED—all-around visibility. Loo ahead, look around, look behind. Th Rambler gives the safest view of the road ahead with low sloping hood, high

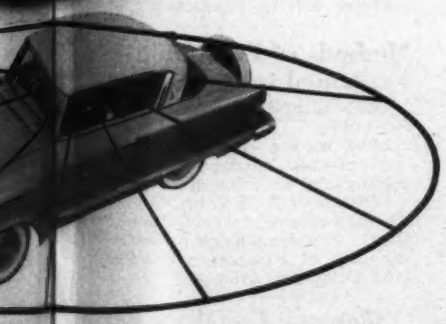
SOLD BY *Nash* DEALERS AND

r Cars . . . Designed for
une Market!

5 Rambler

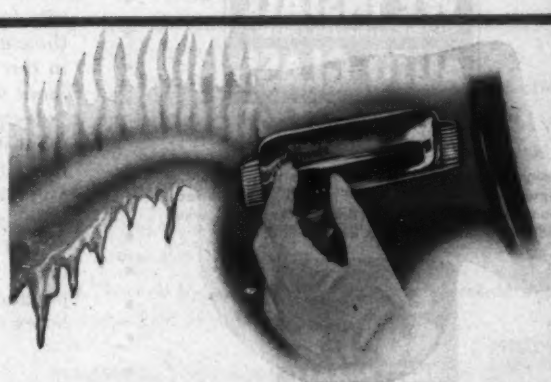
AMERICAN MOTORS CORPORATION

AMERICAN MOTORS MEANS MORE FOR AMERICANS



"Road-Guide" fenders—gives spectacular "observation-car" visibility at sides and behind for safer backing and parking, with much-copied "sweptback" pillars.

WANTED BY 24% OF THE NEW CAR BUYERS, as reported in Popular Mechanics recent survey—Airliner Reclining Seats, another American Motors exclusive, offered by Rambler alone in the lowest price field. Rambler owners call Reclining Seats the "greatest comfort feature ever put in a car".



WANTED BY 25% OF NEW CAR BUYERS, according to new Crowell-Collier Survey—Air Conditioning. Rambler, with American Motors' All-Season Air Conditioning*, offers the world's finest, most efficient system—at a record low price, far below competition yet far ahead in its design.

**Patents applied for.*

ND **HUDSON** DEALERS EVERYWHERE

Turnings . . . By John T. Benedict

(Continued from Page 17)

Imperial from other cars produced by the corporation.

The Imperials have their own body shell and doors, which are not shared with any other Chrysler car. They also are built on a separate assembly line—by hand-picked craftsmen. In addition, we've just learned that emphasis on "custom" work and insistence on finest quality has led to revival of the practice of 100 percent road-testing that once was used for ultra-expensive cars.

Every Imperial is individually road-tested, and the driver submits a detailed report upon completion of the tests. After necessary adjustments are made, the same test driver takes the car out for a recheck before giving it approval.

* * *

Some Doors Remain Closed At Creative's Open House

AT AN open house to celebrate Creative Industries' move into new quarters, genial general manager Rex Terry proudly led me on a personally conducted tour of the shop where "dreams are brought to life."

Rex Terry

Although our walk covered a lot of territory, and added up to a comprehensive view of impressive facilities for carrying an idea from inception through design, graphic illustration, scale and full-size models and production prototypes, the most interesting areas were, of necessity, closed to reportorial eyes.

Behind locked doors in the birthplace of such show cars as the Packard Panther and Ford Atmos rested a representative cross-section of the auto industry's guarded plans for cars to appear on the streets from one to three years hence.

As we were leaving the corridor leading to the secret shop area and returning to the large central fixture, die and fiber-glass parts workroom, Terry and I met a couple of Chrysler engineers, who looked surprised to see an editor roaming around such normally forbidden territory.

I couldn't resist answering their unspoken question with a remark that "we've just been taking a look at the 1957 Chrysler." Honest, fellows, I was only kidding—Terry didn't unlock a single door or lift any concealing shrouds. And his people did a thorough job of hiding tell-tale signs of confidential work in progress.

* * *

Vision and Turning Radius Also Lift-Truck Problems

A LEADING manufacturer of materials-handling equipment is considering a novel design idea that would provide sorely needed maneuverability for lift trucks operating in narrow aisles.

At present, most such trucks have turnaround limitations that handicap them when work requires moving material from one rack to another "just across the aisle." The trucks need either widely spaced aisles with room for turning, or a convenient turnaround area at the end of the row.

These difficulties are overcome in plans drawn for a lift truck that can "turn within itself." It's too early to disclose design details, but a logical guess would be that the upper structure is mounted on a turntable platform that permits it to swivel without disturbing the lower "chassis" structure.

Ideas also are in the works to solve the problem of forward visibility for operators of loaded trucks. On many lift trucks now, the driver's vision is obscured by the load.

* * *

War on Waste—

According to the industrial truck division of Clark Equipment Co., price tagging of production machinery and tools makes workers aware of the value of the equipment. As a result of this cost education program, Clark says, its tool breakage at the Battle Creek (Mich.) plant has been reduced by 20 percent.

Car Seat That 'Breathes' Provides a Cooler Ride

YOU may as well start getting used to the term "breathable" as applied to seat upholstery material. This is the name body engineers and stylists use for materials made by applying a so-called discontinuous plastic pattern to a fabric base that permits ventilation or "breathing" of the trim material.

Cooler seat in hot weather, plus unlimited colors and "ribbed" patterns, are among advantages claimed for "breathable" materials in comparison with sheet-coated vinyls.

We've seen widespread interest in the new materials. And it's a rare design studio or interior-trim engineering group that isn't testing U. S. Rubber's "breathable naugahide" and other products in this field.

It's impossible for me to leave this subject without some tongue-in-cheek speculation about the possible relation between the above-mentioned developments and air-filled "pneumatic" seats said to be undergoing tests at Nash and other companies.

Sparkling Future Seen for Chromed Aluminum on Cars

MONTREAL. — A new and inexpensive process for direct plating of aluminum with chrome, developed by two young Canadians, appears likely to provide a marked expansion of aluminum use in the automotive field.

The new process gives a high-lustre chrome finish without expensive undercoats of copper and nickel as is required in conventional chrome plating.

Half of the "world rights" to the process has been acquired by Chemical Research Corp. Contracts are now being drawn whereby a large U. S. company, a supplier to major auto manufacturers, will join with Chemical to establish a company to supply the automotive and other industrial fields. The U. S. firm reportedly is ready to go into immediate production.

An outstanding feature of the new chrome-plated aluminum is that it can be worked and bent through 180 degrees without the plating giving way. Chrome-copper-nickel plating on steel is brittle.

Decorative stripping is considered an established market for the chrome-plated aluminum, but all chromed white-metal work on cars is regarded as a potential. Bumpers have been made out of aluminum, but present forging and casting techniques have not been satisfactory.

It is expected that with the new process, research on the bumper problem will be intensified.

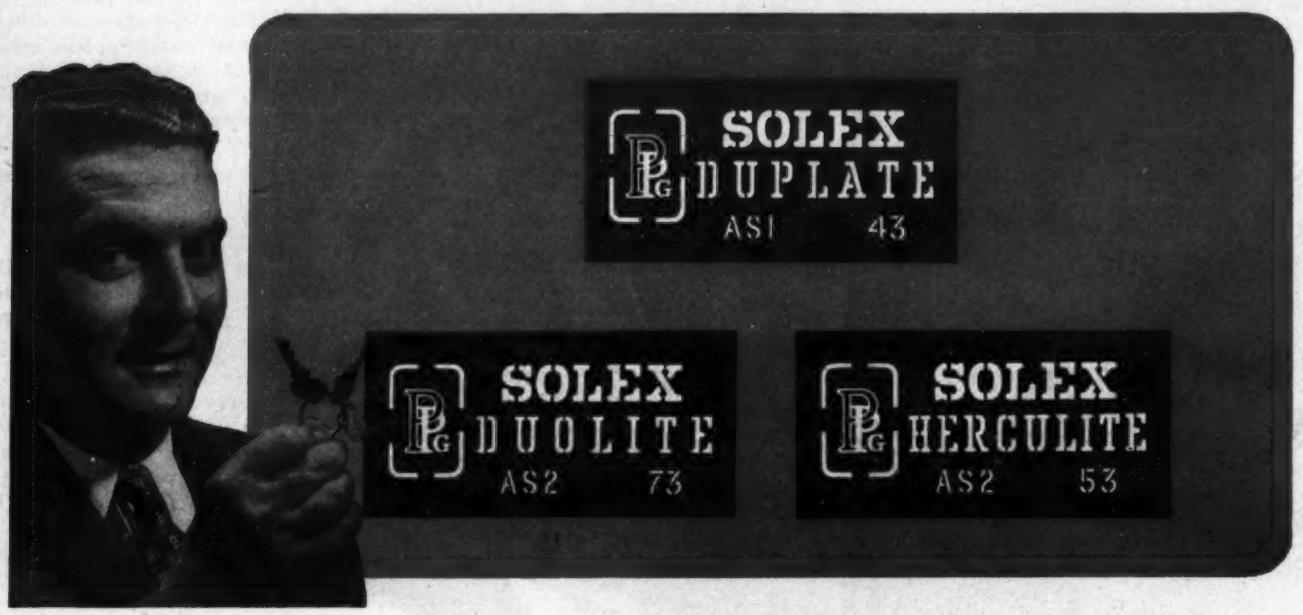
Methods of Reasoning Explained in Booklet

CLEVELAND. — "Methods of Reasoning" is an easy-to-read booklet on the entire approach to the scientific method of problem solving and decision making.

Written by P. D. Scott, the booklet is available from Publications Office, Cleveland Engineering Society, 2136 E. Nineteenth St., Cleveland 15, O. The price is $1.

Allegheny Completes Mill

PITTSBURGH. — Allegheny Ludlum Steel Corp. officially completed a nine-year rebuilding and expansion program recently when Edward J. Hanley, president, pushed the button that put into production a new tandem cold-rolling mill at the company's Brackenridge (Pa.) plant. The company has spent $96 million on its modernization and expansion program since the end of World War II.



These symbols of quality Solex® Safety Glass are *your passkeys* to increased business!

Make sure you have these signs

Designed for use at front of repair shop or service department, this sign is 24" x 18", double-face, enameled. Includes supporting bracket. Bold white and yellow lettering, black background.

Illuminated counter displayer—a real attention-getter. Colors are white, yellow, and black on a green background. Size, 11" x 12".

More and more motorists are demanding Solex Heat-Absorbing Safety Glass on their new cars. And they are specifying Solex for replacing damaged windshields on their present automobiles. This means an opportunity for a lot of plus-business—both on the cars you order from the factory and in the increase in your service department work load.

People are sold on Solex. They know what it can do to reduce sun glare and heat; to cut down on driving tension and fatigue. They appreciate that Solex increases motoring safety and pleasure.

You can take advantage of this demand by identifying your service department or shop as "headquarters" for Solex. And for that purpose, the two signs shown here have been especially designed. We suggest that you order them from your local Pittsburgh Safety Glass distributor *now*.

And we wish to emphasize that you have no inventory "headaches" with Solex. This is important to you, especially with the many curved and wrap-around shapes. You'll find that the efficient service on replacement parts near you—backed by auto glass depots that carry all parts in stock—will take care of your orders quickly.

For full details on Pittsburgh's Solex Safety Glass, plus the sales aids available to help you do a bigger job—write to Pittsburgh Plate Glass Company, Room 4384, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

SOLEX Safety Glass...
"the best glass under the sun!"

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS · FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

You'll build bigger business with SUPER BLEND

THE NEW YEAR-ROUND OIL WITH QUAKER STATE ENDURANCE!

It's the new Quaker State SAE 10W-30 HD Motor Oil made especially for high compression, high-powered engines. Makes almost any car run better!

Greater sales are coming your way with this great new motor oil by Quaker State! It's SUPER BLEND, the one all-weather, multiple viscosity oil with a difference—*Quaker State endurance* . . . that long-lasting quality all motorists like!

Refined from costlier, richer 100% Pure Pennsylvania Grade Crude Oil, Super Blend possesses *more* "natural oiliness" and "staying" power. It's the net result of the finest raw materials, advanced refining methods, and skillful use of the most modern chemical additives.

SUPER BLEND is being introduced nationally in the biggest advertising and promotion program in Quaker State history! Working right now to bring you many customers for Super Blend and everything you sell. Ask your distributor for all the facts about this great new Quaker State product—and the wonderful program designed to help you sell it.

10 POINTS TO HELP YOU SELL SUPER BLEND

1. One grade for year-round use (SAE 10W-30 HD).
2. Eliminates pre-ignition ping and knock.
3. Prevents camshaft wear and rough idling.
4. Insures freedom from sticking hydraulic valve lifters.
5. High detergency guards against rust, acids, corrosion, and sludge and varnish deposits.
6. Gives quickest cold weather starts, least battery drain.
7. Forms a protective Miracle Film on vital engine parts.
8. Long-lasting—even in hot weather.
9. Gives smoothest, quietest performance, peak power, lower gas consumption.
10. Backed by 50 years of Quaker State leadership in the field of automotive lubrication.

REMEMBER: There is a Quaker State Motor Oil and a Quaker State Superfine Lubricant for every make of car and every type of service.

ORDER NOW! DEMAND FOR SUPER BLEND IS GROWING DAY BY DAY!

Quaker State Oil Refining Corporation, Oil City, Pa.

MEMBER PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION

Technical PERSONNEL CHANGES

A. C. Monteith, engineering vice-president for Westinghouse Electric Corp., has announced the formation of a new products engineering department to be headed by Dr. W. H. Brandt.

Work of the department will be coordinated with that of the Westinghouse research laboratories and the materials engineering department, Montieth said. Brandt, who joined Westinghouse in 1936, had been manager of special products development.

* * *

Eclipse Fuel Appoints McGill To Head Canadian Unit

Bert H. McGill has been appointed president and general manager of Eclipse Fuel Engineering Co. of Canada, Ltd., Toronto, according to A. Campbell Perks, president of Eclipse Fuel Engineering Co., Rockford, Ill.

Previously vice-president and general manager of Toronto Hardware Mfg. Co., Ltd., McGill will plan and direct Eclipse's building and expansion programs in Canada. Gordon Bouvier is vice-president and sales manager.

* * *

Auto-Lite's Middleton Gets Wilson as Aide

A series of promotions in Electric Auto-Lite Co.'s Central Engineering division, part of the firm's current emphasis on an expanded research and development program, are announced by L. H. Middleton, vice-president in charge of engineering.

H. D. Wilson

H. D. Wilson has been appointed administrative assistant to Middleton, a new position; **George E. Spaulding jr.** has been named chief ignition engineer, and **Howard C. Burns** has been promoted to chief engineer of Central Engineering's Battery division.

Other appointments in the division include **L. P. Atwell** as assistant to the chief ignition engineer;

G. E. Spaulding jr.

H. C. Burns

J. F. Elwell, senior spark plug engineer; **K. E. Brandeburg**, senior distributor and coil engineer; **J. F. Gage**, senior electronics engineer, and **E. W. Meyer jr.**, senior ignition research engineer.

Upon graduation from Purdue University in 1920 with a bachelor of science degree in chemical engineering, Wilson joined the Prest-O-Lite Battery Co., which later merged with Auto-Lite, in Indianapolis. He was named chief engineer of the company in 1951.

Kessler Chief Metallurgist At Alcoa's Massena

C. L. Kessler has been appointed chief metallurgist at Alcoa's Massena (N. Y.) works. **A. M. Miller** will replace Kessler as assistant chief metallurgist at the company's Edgewater (N. J.) works. **F. O. Traenkner** has been appointed assistant chief metallurgist at the Massena works, the position formerly held by Miller.

* * *

Cook Leaves Norton

John Cook, grinding department foreman, has retired after 43 years with Norton Co., of Worcester, Mass. Cook is well known throughout the country for his ability to diagnose grinding problems. **Stewart O. Bailey** has been named to succeed Cook.

* * *

Carboloy Gives Bell New Assignment

Robert L. Bell, formerly superintendent of metals, Carboloy department of General Electric Co., has been appointed manager of manufacturing engineering.

Prior to coming to Carboloy in 1939, Bell was affiliated with Bates & Rogers Construction Co., and the Carboloy component of the Cleveland Wire Works.

* * *

New Process Gear Puts Brown In Top Engineering Post

David H. Brown has been appointed director of engineering and research of New Process Gear Corp., Syracuse, according to Joseph F. Kerigan, corporation president.

D. H. Brown

Brown began his automotive career in 1946 as product engineer for Dodge. He has been chief engineer of Chrysler's Delaware Tank Plant since 1951.

* * *

AMF Names Costigan

Joseph P. Costigan, formerly operations manager of Alloy Rods Co., York, Pa., has been named works manager of American Machine & Foundry Co.'s Buffalo plant.

* * *

Morrow Takes Sales Post With Needle Roller

John R. Morrow has joined Kaydon Engineering Corp. as assistant sales manager of the Needle Roller division.

J. R. Morrow

For the last four years Morrow has been in the Detroit sales office in Muskegon Piston Ring Co. In 1945 he became zone manager for Sealed Power Corp. for four years. After one year with the Sun Oil Co., he joined Muskegon Piston Ring.

* * *

Lefko Joins Oil Firm

Orville B. Lefko, formerly manager of marketing budgets and forecasting at the Carboloy department of General Electric Co., Detroit, has been named comptroller of Citrin-Kolb Oil Co., Detroit, distributor for Standard Oil Co. of Indiana.

* * *

Dumore Appoints LaMack, McManners, Ainsworth

Appointment of **Lester J. LaMack** as sales manager, **George B. McManners** as advertising manager and **Herb Ainsworth** as district sales manager, Detroit office, has been announced by Bob Hamilton, president of Dumore Precision Tools, Racine, Wis.

L. J. LaMack

LaMack formerly was sales manager of the Motor division; McManners was sales development manager, and Ainsworth was district sales manager in St. Louis.

* * *

GE Shifts Jones

Walter E. Jones, metallurgical development engineer at the Thomson laboratory of General Electric Co., Lynn, Mass., has been appointed manager of vacuum melted products engineering at the Carboloy department of General Electric Co., Detroit. Jones joined General Electric in 1941.

* * *

Kramer Joins Herbrand

George J. Kramer has joined the tool sales staff of Herbrand Van Chrome Tools as a factory representative, according to A. R. Karlovetz, tool sales manager for Bingham-Herbrand Corp., Fremont, O.

* * *

Goodrich Promotes Haas

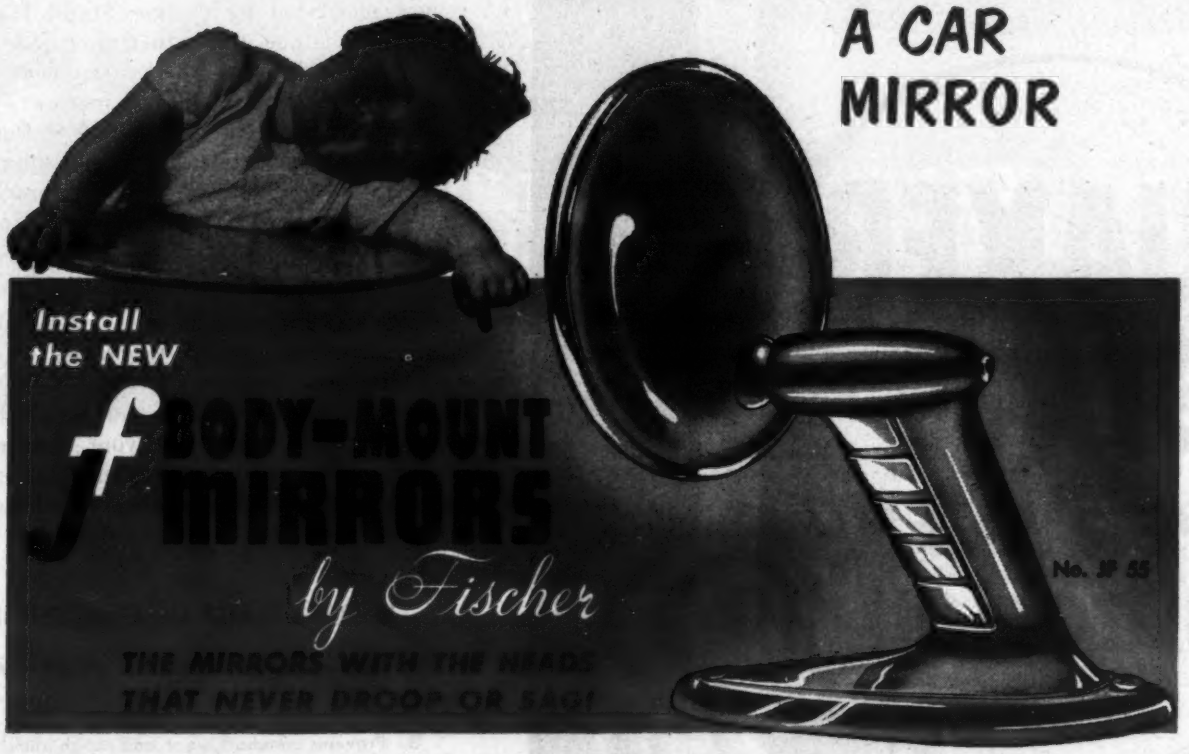
Willard Haas has been named technical manager of hose for B. F. Goodrich Co., industrial products division. Haas joined Goodrich in 1929.

* * *

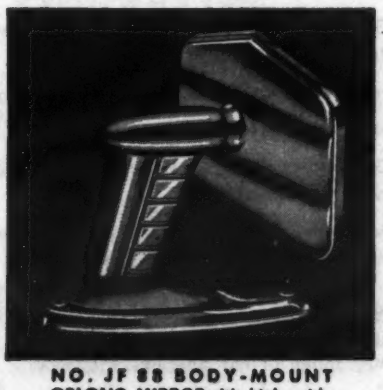
Pennsalt Names Clarke

Robert W. Clarke has been named manager of Pennsylvania Salt Mfg. Co.'s plant at Delaware, O. He has been with the company since 1944.

droopy head looks darling here....BUT NOT ON A CAR MIRROR



BEAUTIFUL NEW CONCEPTS IN FUNCTIONAL MIRROR DESIGN TO COMPLEMENT AND ENHANCE THE CARS OF TODAY



NO. JF 88 BODY-MOUNT OBLONG MIRROR—It's high, wide and handsome! Mirror head measures 3" x 5"—and has all the fine features of the JF 55. LIST—$5.10

JF MIRRORS feature turret-screw locks—absolute insurance against drooping or sagging heads! Once locked, they stay locked and you save yourself costly "come-backs!" Replacement of mirror heads is never a problem. Anyone can do it without disturbing the bracket mounting! Simply loosen turret-screw, replace head and tighten to any position—*that's all!*

JF MIRRORS by Fischer are designed with foresight for better hindsight. Without question, this is the most exciting line of mirrors that ever graced a car panel! *Without question, JF MIRRORS are as beautiful as the cars on which they are mounted!*

JF MIRRORS are custom-contoured for flush mounting, triple chrome plated and furnished with a 4½" mirror head of selected optical glass.

Available in non-glare or clear—LIST $4.05

A JF ORIGINAL! SELF-ADHERING GASKET ACTS AS TEMPLATE FOR HOLE ALIGNMENT

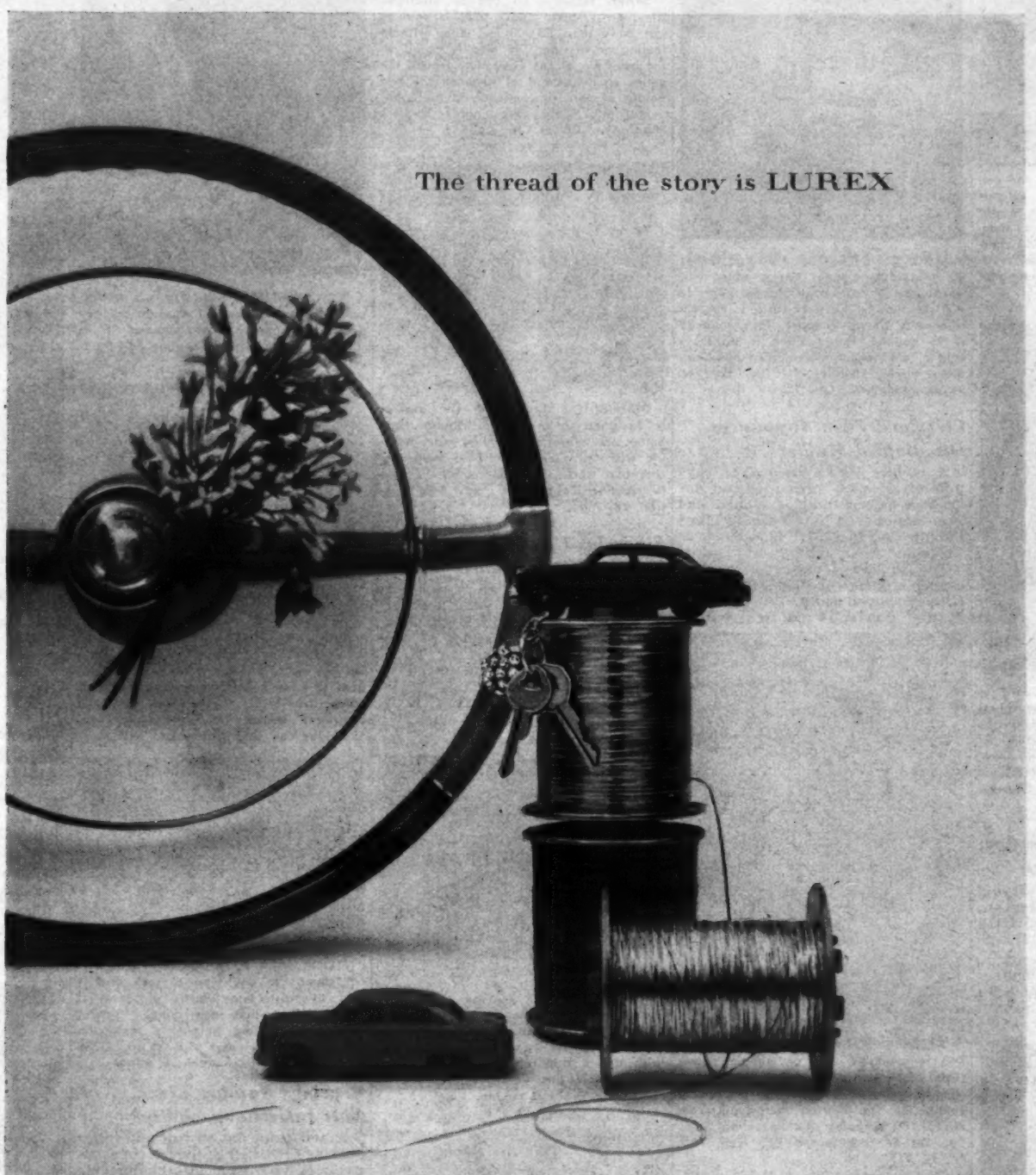
f MIRRORS by Fischer

VISIBILITY UNLIMITED

SEE JOMA AT THE ASI SHOW BOOTH A-145

JOMA MANUFACTURING CO., INC. • NEW YORK 72, NEW YORK

Here is how the Lurex story is being told to women car purchasers across the country. This advertisement will appear in The New Yorker, November 27th



You can see it now... Lurex® illuminating the magnificent upholstery of the smartest new cars of 1955. Known to you in fashion, in decorative fabrics... ask your dealer to show you how it has influenced automotive design... defining the daring sweep of a line, pointing up the quality of a color. Lurex, non-tarnishing metallic yarn made only by *The Dobeckmun Company, Cleveland 1, Ohio • New York: 350 Fifth Ave. • London • Amsterdam*

See for yourself the tremendous acceptance and leadership of Lurex in automotive upholstery... the great contribution Lurex has made, underlining color with dramatic elegance in the smartest newsmaking 1955 cars, now being seen in showrooms from coast to coast. Lurex, non-tarnishing metallic yarn made only by The Yarn Division of

The Dobeckmun Company, Cleveland 1, Ohio · New York: 350 Fifth Avenue · London · Amsterdam

NEW PRODUCTS

BRAKE LININGS — Brake performance which combines long life of linings with a soft pedal is said to result from two types of Lasco linings on Bendix-type shoes. The Gold Label lining on the primary shoe is claimed to have a 12 percent higher friction. The Mountain Master lining, applied to the secondary shoe, combines toughness with non-fading characteristics, according to Lasco Brake Products Corp., Twenty-sixth and Magnolia, Oakland, Calif.

* * *

IGNITION AID—The Point Guard is said to prolong the life of spark plugs by limiting the current flowing through the primary circuit of the ignition system between coil and distributor, thus eliminating oxidization of the points. Electric Auto-Lite Co., Champlain and Chestnut Sts., Toledo 1, O.

* * *

Fast-Drying Rubber Dressing Offered by Martin-Senour

Development of a quick-drying black rubber dressing has been announced by the automotive division of Martin-Senour Co., 2520 S. Quarry St., Chicago, Ill.

One gallon of Black Ace Rubber Dressing can be reduced with eight gallons of gasoline, the firm said.

* * *

SAFETY-BELT—The nylon Safe-T-Belt is available in six colors. It is equipped with aircraft-type buckle and is anchored to the floor with steel cables. It can be used on either front or back seats. Rapid Tool & Mfg. Co., 340 Fairbanks St., N. E., Grand Rapids, Mich.

* * *

Booklet Covers Problem Of Materials Handling

A 28-page treatise on efficient materials handling entitled "Why the Small Fork Truck?" is available from Materials Handling division, Market Forge Co., 80 Garvey St., Everett 49, Mass.

The booklet is a fundamental study of materials handling problems in small and medium-sized plants.

* * *

AUTO CLEANER—The Auto-Vac Series 80 heavy-duty cleaner has a motor unit which can be converted into a portable electric blower, a pack-carried vacuum cleaner or an air sweeper. Tank capacity is 15 gallons. The machine is available with a tank cover plate to fit a 55-gallon drum. Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.

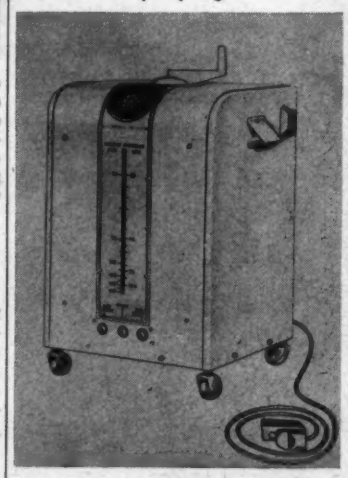
* * *

Cleveland Firm Announces Disc-Baffled Muffler

A muffler which its maker says minimizes back pressure and increases power and economy has been announced by Cleveland Hard Facing Co., Inc., 3047 Stillson Ave., Cleveland 5, O.

The muffler consists of a steel casing a series of disc baffles with Kidney-shaped slots.

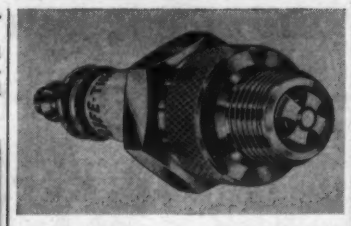
* * *



WELDING MACHINE—The MCM Busybee is available with or without power factor correction. The right heat setting can be selected by turning the current control for the desired increments from 20 to 180 amperes. Air Reduction Sales Co., 60 E. Forty-second St., New York 17, N. Y.

* * *

TUBELESS REPAIR — Perma-Plug allows repairs without removing the tubeless tire from the rim. By means of a needle tool, the lubricating cement is inserted into the puncture. Speaker Corp., 3059 N. Weil, Milwaukee, Wis.



SPARK PLUG — The circular electrode Life-Time 17-point spark plug is said to last more than 50,000 car miles without fouling or missing. The plug is based on the principle of spark rotation around the entire circle instead of between the two points of the conventional plug. Continental Mfg. Corp., Washington Blvd. & Motor Ave., Culver City, Calif.

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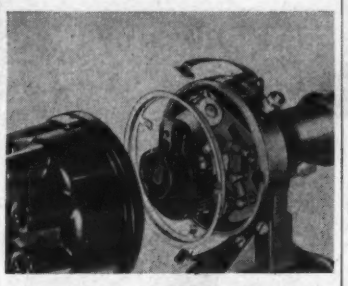


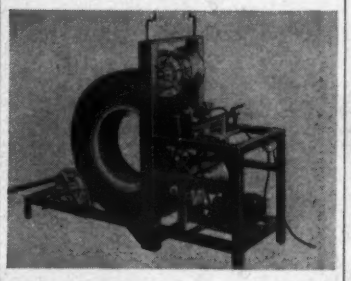
DISTRIBUTOR STABILIZER—The StaFlex is designed to prevent distributor plate flutter and vibration resulting from bushing wear. It is made for Ford Motor Co. cars and trucks, 1949-54 models. S & B Distributing Corp., P. O. Box 4467, Detroit 28, Mich.

* * *

Fiberglas Used as Base For Seat Cover Fabric

Development of an auto seat cover material, combining a Fiberglas fabric supplied by Hess, Goldsmith & Co. and a series of special vinyl formulations by B. F. Goodrich, has been announced by S. L. Chambers Associates, 11 W. Forty-second St., New York, N. Y. The material is called Weblon.

* * *



TIRE REGROOVER — The Multi-Wave Groove Master allows cutting up to six grooves on car and truck tires in one operation in less than three minutes, it is said. It can duplicate the tread pattern of any make tire. Ballak & Co., 811 N. Ninth St., St. Louis 1, Mo.

* * *

EMERGENCY BLINKER—Lights may be mounted on cab roof or pipe extension. A self-contained handlight model clamps to hot-shot type battery for use in blocking off highways. Kilborn-Sauer Co., 1581 Post Rd., Fairfield, Conn.

* * *

3M Booklet Suggests Savings In U. C. Reconditioning

Minnesota Mining & Mfg. Co., 990 Fauquier St., St. Paul 6, Minn., has published a booklet entitled "3M System for Controlled Cost in Appearance Reconditioning."

The booklet has 10 sections which give step-by-step recommendations on how to save costs in renewing the appearance of used cars.

* * *

PEDAL REST—The Ped-L-Pal is a rubber-cushioned instep rest attached to the gas pedal to make it foot-contoured. It is said to reduce driver fatigue. B-D Products Co., Centredale, R. I.

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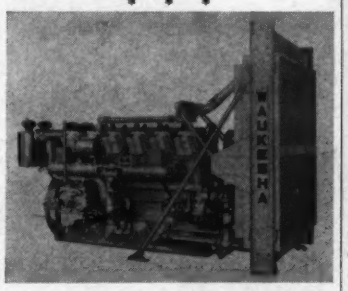

INDUSTRIAL V-12 — This model VLR series 12-cylinder power unit is available for use with propane-butane or natural gas. It is a high-compression, overhead valve, four-cycle engine with 8½-inch bore and stroke. Waukesha Motor Co., 1945 Jay-Vee Dr., Waukesha, Wis.

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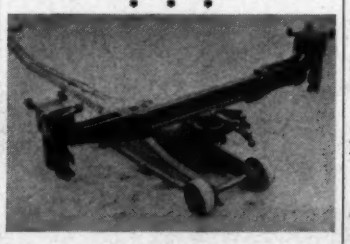


FLOOR JACK ATTACHMENT — The Hy-Lift clamps to any type of jack and is said to raise two wheels at once. It weighs 40 pounds and adds 11 extra inches in hoisting height to maximum lift of any jack, says Naf-Lo Co., 3338 Hennepin Ave., Minneapolis 8, Minn.

* * *

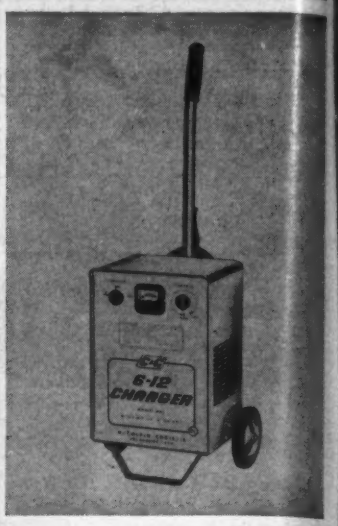
Bearings Number List Aids Interchangeability

A new price list on ball and roller bearings lists all numbers consecutively, showing interchangeable parts number data.

Free copies are available from American Bearing Co., Dept. n N-1154, 1705 Hawthorne Ave., Minneapolis, Minn.

* * *

BATTERY CHARGER—The Start-O-Magic is designed to deliver six amperes until the full charge is reached and then automatically switches over to a low-charging circuit. A motorist can connect it to an electrical outlet and plug it into the cigaret lighter to recharge his battery over night. Franklin Mfg. Co., Inc., 65 Twenty-second Ave., Minneapolis 18, Minn.



MOBILE CHARGER—Model QWL has a capacity of 60 amperes on six or 12-volt batteries. It features the C & C self-adjusting charging system. It can be used for quick starting of cars with dead batteries. McColpin-Christie Corp., 3410 W. Sixty-seventh St., Los Angeles 13, Calif.

* * *

PORTABLE HEATER — Model PW-189 features controls which convert the portable heater into a summer cooling unit. As a fan, it delivers 1,500 cubic feet per minute of cool air. Heating capacity is 189,000 B.T.U. per hour. The machine operates on regular furnace fuel oil or kerosene. Fageol Heat Machine Co., Kent, O.

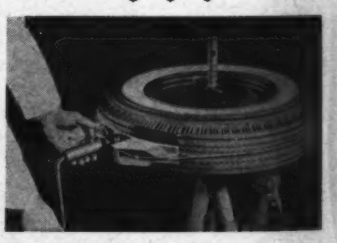
* * *

Petroleum Institute Offers Sales-Boosting Booklet

Booklets designed to help boost motor-oil sales at service stations and to improve management techniques are available from Division of Marketing, American Petroleum Institute, 50 W. Fiftieth St., New York 20, N. Y.

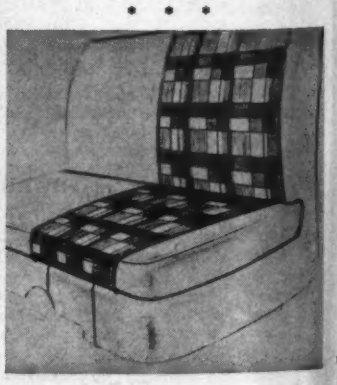
The price is $20 for the first 100 copies and 15 cents for each additional copy.

* * *



BEAD EXPANDER—The tool is said to fit all tire sizes. The handle makes it easy to tighten the bead while the spring-loaded locking trigger locks the tool in the final position. Miller Mfg. Co., 5919 Tireman Ave., Detroit 4, Mich.

* * *



SEAT COVER—This sectional cover fits all cars and is said to harmonize with all color schemes. It is made of fiber and plastic. Sta-Dri, 147-47 Sixth Ave., Whitestone 57, Long Island, N. Y.

AMC Dealers Show 'Volume' Entry . . .

Hudson, Nash Ramblers Debut

What's New:

Full-wheel cutout on front fenders . . . All models have 90-horsepower engine . . . "Egg-crate" grille . . . Added upholstery fabrics.

* * *

AMERICAN MOTORS' first "basic volume car" for both Hudson and Nash dealers was unveiled in showrooms Friday. The 1955 Rambler is individually identified by newly designed Nash and Hudson medallions mounted in the center of the grille.

Styling changes include the grille, front fender and interiors.

The new front fender design incorporates full-wheel cutouts, which shorten the turning radius to 36 feet for the two-door and 38 feet for the four-door, American Motors said.

The entire Rambler line is powered by the six-cylinder L-head Super Flying Scot engine, which develops 90 horsepower. It has a compression ratio of 7.3 to 1 and a displacement of 195.6 cubic inches.

* * *

INTERIOR trim and upholstery combinations are restyled with new materials, colors and patterns. Cloth, vinyl and leather combinations are offered.

The Rambler line consists of the two-door Suburban station wagon, Country Club hardtop and Club Sedan in the 100-inch-wheelbase series, and the four-door sedan and Cross Country station wagon in the 108-inch-wheelbase series.

Eleven solid and 11 two-tone exterior combinations are available.

Tubeless tires are standard equipment.

The Rambler continues to have the "double-strength unit body," in which the body and frame are welded together.

* * *

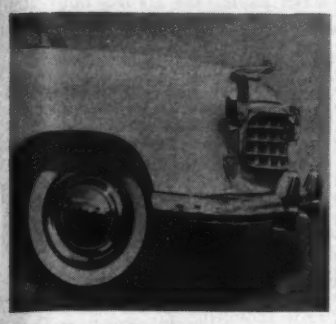
ALL-SEASON air conditioning again is offered, as is the Weather Eye heating and ventilating system.

Airliner reclining seats and twin travel beds are available in the four-door models while only the reclining seats are offered in the two-door models.

Hydra-Matic and overdrive continue to be offered.

AMC President George Romney said the firm eventually plans to produce the Rambler in separate series for both Nash and Hudson dealers, but to retain volume advantages by making them on the same assembly lines and on the same body shell.

"Every dealer needs adequate volume for success," Romney said, "and we believe the Rambler will provide this volume foundation for Nash and Hudson dealers."



New Front Fender—

Full-wheel cutouts increase maneuverability. Rambler two-door models now have a turning diameter of 36 feet, while four-doors have a 38-foot turning diameter.

Lowest-Priced Rambler—

The Club Sedan is the lowest-priced model in the line. It has a 100-inch wheelbase. Hydra-Matic and overdrive are optional equipment again this year.

Ramblers in '55 Bow

New Interiors for Rambler—

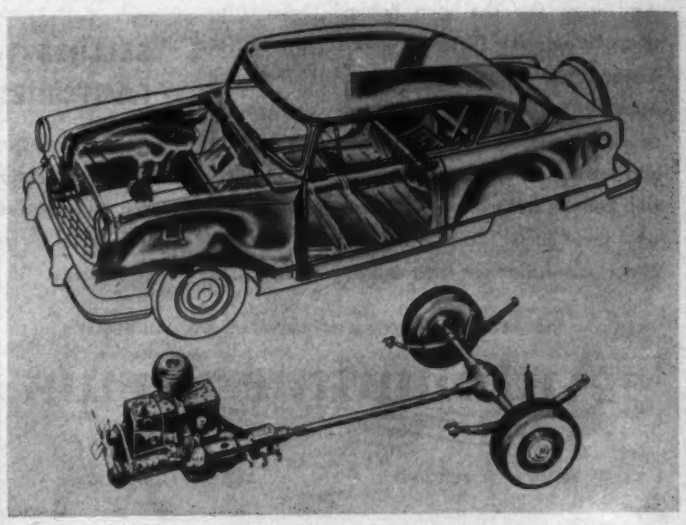
Interior trim and upholstery combinations are restyled with new materials, colors and patterns. Shown is the new nylon jacquard, with pleated off-white leather bolster. Many other cloth, vinyl and leather combinations are offered.

Hardtop on 100-Inch Wheelbase—

The Country Club, like other Rambler models, is available in 11 solid and 11 two-tone exterior combinations. New materials, colors and patterns have been added to interior trim and upholstery combinations.

For Passengers, Luggage—

The Cross Country four-door station wagon features a "stepped" roof-top line, highlighted by an auxiliary luggage carrier. Tubeless tires are original equipment on all Ramblers.



Rambler's Body, Running Gear—

The 1955 Rambler again employs a "double-strength unit body," with body and frame constructed and welded together to form a single unit. The running gear is not mounted in a separate chassis, but is attached to the integrated body and frame, thus eliminating excess frame weight.

NAM-Sponsored Economic Parley Set for Dec. 1-3

NEW YORK. — A study of how to assure a more prosperous economic future for America will highlight the 59th annual Congress of American Industry Dec. 1-3 at the Waldorf-Astoria Hotel.

More than 3,000 policy-making manufacturing chiefs are expected to participate in the meeting, sponsored by National Assn. of Manufacturers.

The opening address will be made by Kenneth R. Miller, NAM's senior vice-president, on the subject "The Future Is Now." Miller will emphasize the financial position of the nation in its first peacetime year during which the national product has exceeded $300 billion.

Other opening-day speakers included John Jay Hopkins, president of General Dynamics Corp., who will speak on "Scientific Horizons for the Future;" Don Belding, of Foote, Cone & Belding, who will discuss "Three Ways to Build Confidence in America's Future," and Earl Bunting, NAM's retiring managing director, who will speak on "America's Human Potential."

Other speakers for the three-day parley include Charles R. Sligh jr., chairman of the NAM board, who will speak on "Strengthening Jobs in an Expanding Economy;" Dr. Leo Wolman, of Columbia University, who will discuss "The Future of Labor-Management Relations," and Gen. Walter Bedell Smith, vice-chairman of American Machine & Foundry Co., who will speak on "America's Future in World Affairs."

Workshop panels, discussions and seminars on employe relations problems, distribution and marketing, research and future sources of energy, and education problems also will be conducted during the parley, officials said.

Herzog Sentenced For Tax Evasion

SAN FRANCISCO.—J. A. Herzog, former San Francisco Pontiac dealer, has been sentenced in Federal Court here to a year in prison and a $5,000 fine for criminal income-tax evasion.

Herzog was convicted on one charge of evading $5,805 in taxes in 1948 for himself and his wife. He was acquitted of two other counts charging evasion of $28,784 in 1947.

He also faces alleged civil tax liabilities of $93,381 plus a 50 percent fraud penalty and 6 percent interest for the years 1946-48.

Hose Accessories Rep

PHILADELPHIA. — R. M. Scott jr., general manager of Hose Accessories Co. of Philadelphia, manufacturer of Le-Hi hose couplings, valves and accessories, has announced the appointment of Durrie Sales Co. of Chicago as its representative in Illinois, Indiana and Iowa.

Dealer Spells Out Requisites For Handling Finance

NEW YORK.—What a finance company looks for in a dealer is his feeling of responsibility to his customers, his merchandise, his finance company and his own reputation, according to C. C. Brann, general manager of Fred Jones Lincoln-Mercury, Tulsa, Okla.

Brann told the American Finance Conference that, from the dealer's point of view, finance company representatives should check a dealer's attitude toward his responsibilities according to the following rules:

1. Always have on hand enough cash to pay off new-car flooring on cars retailed without the aid of conditional sales contract returns and without the aid of used-car flooring.
2. Maintain enough cash to pay at least one month's fixed costs.
3. A dealer should always discount his accounts payable.
4. Refrain from used-car flooring.
5. Establish careful credit controls.
6. **Develop service and parts sales to the point where the gross profit from these sales pays off all direct expenses.**
7. Maintain a careful control of the total investment in used cars and never allow used-car stocks to exceed a 30-day turnover basis.
8. Maintain complete accounting records and careful projection of expenses.

"Installment Credit and the Banker" was the topic discussed by Robert L. Oare, chairman of Associates Investment Co., South Bend.

"The soundness of installment credit," Oare said, "at least as it concerns the automobile buyer, has been proved by past experience."

According to Oare, the commercial bank can participate in the benefits of installment credit by extending lines of credit or rediscounting the paper acquired by the specialized financial institutions such as sales finance companies.

"Such loans," he added, "would be on the same basis as their other commercial loans and would make it unnecessary for the bank to develop the organization to handle installment credit loans directly."

The interdependence of credit buying and the progress of the American economy was developed by Richard E. Meier in remarks on "Installment Credit and the Public."

Meier pointed out that consumer credit accelerates ownership, brings about planned spending and saving, assures high-level employment, strengthens initiative and self-reliance, and is the only means of distributing the wealth of the nation fairly.

Old Timers Form St. Louis Council

ST. LOUIS.—Members of Automobile Old Timers here have set up a Metropolitan St. Louis Council.

C. A. Gilbert, president of Gilbert Buick, Inc., was elected president.

Other officers are D. E. Castles, of Castles-Wilson Buick, Inc., vice-president; George M. Berry, of Albrecht-Burke, Inc., treasurer, and Rus B. Hammond, manager of St. Louis Automobile Dealers Assn., secretary.

President George Harger says, "It's a fast-moving operation here. That means my time is limited, but I do manage to take time for *Automotive News* each week. I've come to rely on its interpretation of state and national legislation applying to car dealers and to make management decisions accordingly."

Here's How Your '55 Automotive Advertising Dollar Can Work Best For You

Al Miller, General Parts and Service Manager, who holds down two big jobs in this streamlined operation, says, "Many of our purchases of new equipment and parts are made as a direct result of information gathered from news and advertisements in the *Automotive News*. For example, we just bought an upholstery machine that we learned about in *Automotive News*."

Owners or *Presidents, Service Managers* and *Parts Managers* are the important men to reach in selling the vast dealership market. And it is for the men behind these titles that *Automotive News* is written and edited. Throughout the year they depend upon the interpretive news reporting and commentary in each issue to help them establish buying and selling policies. The only weekly publication for the industry, *Automotive News* is the way these men "keep current," and through it you can influence their buying decisions.

Typical are the two men pictured above — the purchasing decision makers for the Greene-Haldeman Dealership of Los Angeles.

SELLING TO AUTOMOTIVE FACTORIES, TOO?

Automotive News gets the same kind of thorough readership from the Decision Men in the automotive factories: top administrative executives as well as engineering and production men.

THE WEEKLY NEWSPAPER OF AMERICA'S NO. 1 INDUSTRY

Automotive News

Member — ENGINEERING MANUFACTURING MERCHANDISING SERVICING — Member

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ABC Audited Circulation: 41,000

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Lawsuits Affecting Dealers . . .

Court Decisions

By Leo T. Parker
Attorney at Law

RECENTLY, an automobile dealer presented to me this legal question: "Can an employe, as a mechanic, recover damages from an automobile dealer or manufacturer for an injury he receives when repairing an automobile?"

The answer to this question is: The automobile manufacturer is liable if the jury decides that the cause of the injury was a defect in the automobile and not the negligence of the mechanic. The automobile dealer may be liable if his negligence caused the mechanic's injury.

For example, in Baker v. B. F. Goodrich Co., 252 Pac. (2d) 24, it was shown that a mechanic was seriously injured when he was mounting and inflating a new tire. A violent explosion occurred, throwing the mechanic with great force. He sustained serious and permanent injuries rendering him mentally incompetent.

The employe sued the tire manufacturer for heavy damages and proved that the bead wires at the point where the break occurred were kinked, and that this could have been caused in the process of manufacture when the tire was taken out of the mold by the hydraulic extractor or by the stripper when pulling the air bag out of the tire.

* * *

Decision Reversed

FURTHER testimony showed that a bead, if it breaks at all, will break at the kink, and all of the wires can be broken in the course of manufacture without showing on the outside of the tire.

The employe proved that the manufacturer was negligent in producing a defective tire, but the tire manufacturer contended that the tire exploded because the employe did not use the proper method in mounting it.

Although a court held the tire manufacturer not liable in damages to the employe, the higher court reversed the verdict, and said:

"Aside from the broken bead, the tire after the accident bore no outward evidence of having been subjected to any rough or unusual treatment. With this evidence before it, the jury could reasonably conclude that appellant (employe) was not negligent, or, if so, that such negligence did not contribute to cause the accident."

Also, this higher court indicated very clearly that an automobile dealer or other employer always is responsible in damages to an employe injured as a result of the employer's negligence.

* * *

Must Hire Guards

ACCORDING to a late higher court decision, an automobile dealer is liable for injuries caused by his failure to employ a competent guard to warn pedestrians and other persons of unusual danger.

For illustration, in DeRoods v. Jahneke Service, 52 So. (2d) 756, the testimony showed that a motor truck, while backing out onto a street, without a guard being stationed at the rear of the truck, ran over a pedestrian.

In subsequent litigation, the higher court held the dealer, who owned the truck, liable for heavy damages to the injured person. This court explained that it was the duty of the truck owner to employ a person to warn other persons of danger when the truck was backing up. In this respect, the court said:

"If a driver undertook to execute this backing movement unaided, it was the grossest negligence to do so without making certain that there was no one in the rear who might be hurt."

Financial

F. L. Jacobs Co., in fiscal 1954, made a profit of $609,562 on sales of $25,095,485, according to Frank E. Howard, chairman.

It was the first profit since 1951 for Jacobs. In fiscal 1953, the firm lost $559,730 on sales of $28,566,036.

* * *

3M Increases Profit 28% In Year to $5,950,678

Minnesota Mining & Mfg. Co. has reported $5,950,678 in net profit for the three months ended Sept. 30, compared with $4,652,715 in the like 1953 period, an increase of 28 percent.

Sales in the three months amounted to $55,892,505, or 1.5 percent below the $56,762,360 total for the same quarter a year ago. For the first nine months, however, sales were $167,767,471, against $162,996,479 a year ago, while a net profit of $17,594,981 exceeded last year's net of $13,708,826.

* * *

Profit Totals Hold Steady At Commercial Credit

Consolidated net income on the common stock of Commercial Credit Co. for the third quarter was $6,012,018, compared with $6,048,039 for the same period of 1953.

For the nine months ended Sept. 30, profit was $17,960,899, compared with $17,529,853, and for the 12 months ended Sept. 30, was $24,279,037.

* * *

Omnibus and Hertz Report Net Income of $1,008,603

Consolidated net income of Omnibus Corp. and Hertz Stations, Inc., was $1,008,603 for the first nine months of 1954.

This compares to a consolidated net loss of $313,551 for Omnibus and Fifth Avenue Coach Co., then a subsidiary, for the same period of 1953. Omnibus is now entirely in the vehicle renting and leasing business.

* * *

Associates Investment Nets $12,303,883

Consolidated net income for the first nine months was reported by Associates Investment Co. at $12,303,883, compared with $10,417,765 for the same period of 1953.

Directors declared a quarterly dividend of 50 cents a share.

* * *

General Contract

General Contract Corp. has reported earnings of $1.30 per common share for the first nine months of 1954, compared with $1.19 per share for the entire year of 1953. General Contract is the holding company for a group of banks, finance companies, insurance companies and loan offices extending from Quincy, Ill., to New Orleans.

* * *

Cory Profit Rises

Cory Corp., Chicago, reports earnings of $466,098 for the first nine months, compared with $424,607 a year ago. Sales totaled $11,732,374, compared with $12,483,022 in the 1953 period.

First '55?—

Emmett Sims, sales manager of Fox Chevrolet Co., Greenville, Ala., delivers a 1955 Chevrolet to a customer at 12:01 a.m., Oct. 28, which was the announcement day. Bill Fox, owner of the firm, claims this was the first new model to be delivered officially in the U. S.

Used-Car Auction Prices

Market Trend

The overall average price of used cars sold at auctions so far in November declined $2 last week from the average established in the previous week.

The only individual model to increase in price was the '54, which went up $2. The price of '48s was unchanged from the previous week.

All other models declined, as follows: '52s, down $7; '53s, down $6; '51s, down $4; '49s, down $4; '47s, down $3, and '50s, down $1.

The declines established record low prices for '52s, '51s, '49s, and '47s. The previous record low for '48s was matched.

Sales activity increased a bit, with 72 percent of all cars being sold. A week earlier, 71 percent of the auction offerings were knocked down.

DENVER

(Denver Auto Auction. Sale every Friday. Prices are for sale of Nov. 12.)

(More cars offered for consignment with a higher percentage sold. Prices firm. Sold 111 cars out of 159 offerings.)

BUICK—'54 Century 4-dr., $2,410*, $2,260*; Special Riviera 2-dr., $2,360*; 4-dr., $1,995*. '53 Super Riviera 2-dr., $1,485*. '51 Super 2-dr., $815*; Special 4-dr., $675*. '50 Super 4-dr., $460*.
CADILLAC—'53 (62) 4-dr., $2,810* (ps). '52 (62) 4-dr., $2,010* (ps).
CHEVROLET—'55 Two-ten (8) 4-dr., $2,185*, $2,180*, $2,150*; 2 - dr., $2,075; Two-ten (6) 2-dr., $1,975, $1,970; Bel Air (8) 2-dr., $2,110; Bel Air (6) 4-dr., $2,050; One-fifty (6) 2-dr., $1,905; ½-ton pickup, $890. '54 Corvette conv., $1,950; Bel Air 4-dr., $1,700*, $1,590*; One-fifty 4-dr., $1,575; Two-ten 4-dr., $1,530, $1,445*; 2-dr., 3 at $1,395.
CHRYSLER—'50 Windsor 2-dr., $395*. '48 Windsor 4-dr., $240*.
DeSOTO—'54 Fire Dome (8) 4-dr., $3,000. '53 Fire Dome (8) 4-dr., $1,100.
DODGE—'52 Coronet 4-dr. $695*, $660.
FORD—'54 Crest (8) Country Squire, $2,250* (ps); Custom (8) Country sedan, $2,350; 4-dr., $1,670; 2-dr., $1,500*; Main (8) Ranch Wagon, $1,975; ½-ton pickup, $1,300; ¾-ton pickup, $1,125. '53 Crest (8) Victoria, $1,450; Custom (6) 2-dr., $980. '52 Custom (8) conv., $960*; 4-dr., $810.
HUDSON—'52 Wasp 2-dr., $690.
LINCOLN—'54 Capri 4-dr., $2,835* (ps). '49 club coupe, $325.
MERCURY—'54 Monterey 4-dr., $1,925*. '53 Monterey 4-dr., $1,430*. '51 4-dr., $815*. '50 Sport sedan, $430. '49 4-dr., $335.
NASH — '51 Statesman 4 - dr., $415. '49 Statesman 4-dr., $225.
OLDSMOBILE — '54 (98) 4 - dr., $2,820* (ps); (88) Super 4-dr., $2,430*, $2,320*. '53 (98) 4-dr., $1,645*. '52 (88) 4-dr., $1,205*. '51 (98) Holiday $1,035*. '50 (88) 2-dr., $615*, $535*. '46 2-dr., $105.
PACKARD—'50 4-dr., $285.
PLYMOUTH — '54 Belvedere Sport coupe, $1,660*; Savoy club coupe, $1,390*; 4-dr., $1,290; 2-dr., $1,260, $1,245. '50 Special Deluxe 4-dr., $525. '49 Special Deluxe club coupe, $295. '46 Special Deluxe club coupe, $170.
PONTIAC—'55 Star Chief (8) 4-dr., $2,325*; Chieftain (870) Catalina, $2,785* (ps); 4-dr., $2,775* (ps), 2 at $2,675*, $2,650*, $2,588* 2-dr., $2,725* (ps), $2,600*, $2,575*; Chieftain (860) 2-dr., $2,473*. '54 Chieftain (8) 4-dr., $1,935*. '52 Chieftain (8) 4-dr., $865*.
STUDEBAKER — '53 Commander Land Cruiser, $1,135*. '51 Champion 4-dr., $460; Commander 4-dr., $450.
WILLYS—'55 (6) station wagon, $2,225.

DANVILLE, VA.

(Danville Auto Auction. Sale every Wednesday. Prices are for sale of Nov. 17.)

(Good average sale despite rain in this section today. Sold 61 cars out of 97 offerings.)

BUICK—'52 Special 4-dr., $1,050. '50 Super 2-dr., $675*, $665*, $640*.
CADILLAC—'48 (62) 2-dr., $495*.
CHEVROLET—'54 Two-ten 2-dr., $1,440. '52 SL Special 2-dr., $600. '51 SL Deluxe coupe, $595; 2-dr., $575. '49 SL Deluxe 4-dr., $480; 2-dr., $400. '47 FM coupe, $255; FL 4-dr., $100. '46 FM 4-dr., $230; coupe, $165. '39 2-dr., $125.
CHRYSLER—'51 Windsor 4-dr., $605. '49 Windsor 4-dr., $415.
DODGE—'52 Coronet conv., $600. '51 Wayfarer 2-dr., $390. '47 Custom 4-dr., $130.
FORD—'53 Crest (8) 4-dr., $1,040*. '52 Crest (8) 4-dr., $810*. '50 Custom (8) 4-dr., $680, $530; 2-dr., $565, $445, $425, $375, $310; Custom (6) 2-dr., $425; Deluxe (8) 2-dr., $460. '49 Deluxe (8) 2-dr., $435; Custom (8) 2-dr., $330. '48 Deluxe (8) 4-dr., $180. '47 Deluxe (8) 2-dr., $155.
LINCOLN—'51 4-dr., $625*.
MERCURY—'51 4-dr., $680*; 2-dr., $530. '49 4-dr., $270.
OLDSMOBILE — '52 (88) 2-dr., $1,075*. '51 (88) 2-dr., $805*. '50 (88) 4-dr., $665*; 2-dr., $530*; (76) 4-dr., $565*.
PACKARD—'50 4-dr., $375*. '48 4-dr., $325.
PLYMOUTH—'53 Cambridge 2-dr., $860. '52 Cambridge 2-dr., $690. '47 Deluxe 4-dr., $185. '41 Special Deluxe 4-dr., $110.
PONTIAC—'48 Torpedo (8) 2-dr., $190, $170. '47 Torpedo (8) 2-dr., $285*.
STUDEBAKER — '51 Commander 2-dr., $490. '50 Champion 4-dr., $380.
WILLYS—'52 2-dr., $415.

FLINT

(Flint Auto Auction, Inc. Sale every Wednesday. Prices are for sale of Nov. 17.)

(The market was steady to upward in price and buying was spirited. Consignment was low due to Chrysler showing fish and deer hunting. Sold 49 cars out of 81 offerings.)

BUICK—'54 Super 2-dr., $2,405*, $2,325*; Special 2-dr., $2,375*, $2,220*; 4-dr., $2,130*, $1,730. '53 RM 2-dr., $1,750* (ps), $1,700* (ps). '52 Super 4-dr., $1,000*. '51 Super 2-dr., $800*. '50 Super 4-dr., $325*; Special 4-dr., $500, $440.
CADILLAC—'49 (60) 4-dr., $810*.
CHEVROLET—'53 Bel Air 4-dr., $1,115; Two-ten 2-dr., $965. '50 SL Deluxe 4-dr., $525*. '49 SL Deluxe 2-dr., $330, $300.
CHRYSLER—'53 NY club coupe, $1,275.
DeSOTO—'54 Fire Dome (8) 4-dr., $1,455*.
FORD — '54 Custom (8) Country sedan, $2,050*. '53 Crest (8) Victoria, $1,250* (ps). '52 Custom (8) conv., $865*; 4-dr., $725*; 2-dr., $700. '51 Custom (8) 2-dr., $400; Deluxe (6) 2-dr., $420. '50 Custom (8) 4-dr., $375. '49 Custom (6) 2-dr., $205.
KAISER—'51 4-dr., $325.
NASH—'52 Ambassador 2-dr., $750*. '50 Ambassador 2-dr., $215.
OLDSMOBILE—'54 (88) Super 4-dr., $2,525* (ps), $2,175* (ps). '53 (88) Super club coupe, $1,685*. '51 (88) 4-dr., $705. '50 (88) 2-dr., $505. '47 (76) 4-dr., $150.
PACKARD—'52 (200) 4-dr., $575. '51 (200) 4-dr., $505*.
PLYMOUTH—'52 Cambridge 4-dr., $530. '49 Special 4-dr., $250.
PONTIAC—'53 Chieftain (8) 2-dr., $1,155. '52 Chieftain (8) 4-dr., $790. '51 Silver Streak (8) 4-dr., $685*; 2-dr., $640*, $605*. '48 Torpedo (8) coupe, $190. '39 4-dr., $100.

ALBANY

(Tim Anspach Auto Auction. Sale every Monday. Prices are for sale of Nov. 15.)

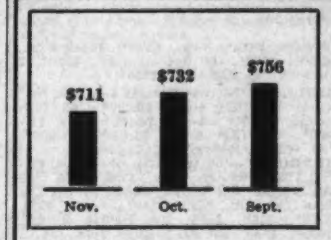
(The brightest spot in today's auction showed '54 models up $50 per unit. All other autos showed a decline in price from last week's overall average. '52s and '53s showed more activity than older models and nearly all sold. Leading the way downward were '50s and '51s; these sold at record lows as did all older units. Sold 115 cars out of 143 offerings.)

BUICK — '54 Super Riviera 2-dr., $2,125. '53 Super Riviera 2-dr., $1,525*; 4-dr., $1,100; RM 4-dr., $1,450* (ps). '52 RM 4-dr., $965*. '50 Special 4-dr., $430*, $380*; RM 4-dr., $390*. '49 Super 4-dr., $330*; RM 4-dr., $310*. '47 Super 4-dr., $150, $100.
CADILLAC—'54 (62) coupe, $4,150* (ps); 4-dr., $4,110* (ps). '53 (62) coupe de Ville, $2,935* (ps). '52 (60) Special 4-dr., $2,175*. '51 (62) 4-dr., $1,490*. '49 (61) 2-dr., $860*. '46 (62) 4-dr., $220*.
CHEVROLET—'55 Bel Air (8) 4-dr., $2,240*, $2,090; Bel Air (6) 4-dr., $2,170*; Two-ten (8) 4-dr., $2,070*, $2,000; Two-ten (6) 4-dr., $2,045*; 2-dr., $1,875; One-fifty (6) station wagon, $2,125. '53 Bel Air 2-dr., $1,200; Two-ten 4-dr., $1,025*. '52 SL Deluxe Bel Air, $1,090*. '51 SL Deluxe Bel Air, $800; 4-dr., $660*; 2-dr., $490; ½-ton pickup, $450. '50 SL Deluxe 2-dr., $425*. '49 SL Deluxe Carry all, $365; 4-dr., $320, $270; conv., $280, $240; ½-ton pickup, $250. '48 FL Aerosedan, $185; SM 2-dr., $175. '47 FL Aerosedan, $240.
DeSOTO—'52 Fire Dome (8) club coupe, $980*; Custom 4-dr., $810*.
DODGE — '53 Meadowbrook 4-dr., $950*. '50 Wayfarer 2-dr., $400; Meadowbrook 4-dr., $270*. '49 Custom coupe, $380*; Wayfarer 2-dr., $260. '48 Deluxe 2-dr., $270*; Custom 4-dr., $220, $120.
FORD — '54 Crest (8) Skyliner coupe, $2,000*; Main (6) 2-dr., $1,235. '53 Custom (8) conv., $1,180*; 2-dr., $1,090*, $1,070. '52 Custom (8) conv., $920*; Custom (6) 2-dr., $840*. '51 Custom (8) 2-dr., $635, $440; Deluxe (6) 2-dr., $470. '50 Deluxe (8) 2-dr., $490; Custom (8) 2-dr., $480*; conv., $360*; Custom (6) 2-dr., $350*. '49 Custom (6) 2-dr., $270; club coupe, $180. '46 Deluxe (6) 4-dr., $100.
HUDSON — '52 Commodore 4-dr., $650; Wasp 2-dr., $635.
MERCURY—'53 Custom Sport coupe, $1,410*, $1,185*. '52 Custom Sport coupe, $1,225*, $1,140*, $1,070*. '51 club coupe, $640*. '49 club coupe, $370.
NASH—'49 (600) 4-dr., $215*.
OLDSMOBILE — '54 (88) 4-dr., $2,370* (ps); Holiday, $2,350* (ps). '51 (98) 4-dr., $825*. '50 (88) 2-dr., $580*. '49 (76) 2-dr., $370*; 4-dr., $260*.
PACKARD—'48 4-dr., $250.
PLYMOUTH — '49 Special Deluxe 2-dr.,

(Continued on Page 34, Col. 1)

Average Used-Car Prices

(Compiled by Automotive News)

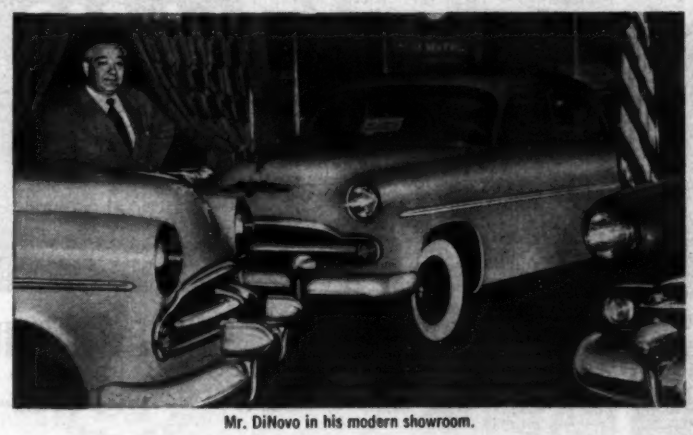


Model	Nov., 1954 To Date	Oct., 1954	Sept., 1954
1954	$1,848	$1,775	$1,871
1953	1,197	1,235	1,250
1952	854	896	939
1951	604	651	693
1950	459	493	514
1949	330	355	362
1948	227	252	237
1947	166	201	181
Overall Average	$ 711	$ 732	$ 756

(The above figures are averages of used-car auction prices, all makes and models, carried regularly in Automotive News.)

How Automobile Dealers MAKE BIG PROFITS with Carlife Guaranty

OHIO DODGE DEALER NETS $13,431.00 IN 5 YEARS!



Mr. DiNovo in his modern showroom.

Facts speak for themselves! When aggressive, wide-awake dealers like Michael A. DiNovo, Owner of Pietro DiNovo & Son Dodge-Plymouth Agency, get behind a superb program like Carlife, the results are amazing. But let Mr. DiNovo tell you the story himself!

Mr. DiNovo writes, "On a basis of gross profit on investment, it is the best buy we have ever made, as the following figures clearly show!

Total sales, 1097 Carlife Guaranties	**$27,910.00**
Cost of sales	**1,282.00**
GROSS PROFIT	**$26,628.00**

DISTRIBUTION OF GROSS PROFIT

Customers' claims	**$ 6,997.00**
Reserve for further claims	**6,200.00**
Transferred to net profit	**13,431.00**
TOTAL	**$26,628.00**

"Another side of the story is the improvement in our service operation due to the steady volume of Carlife customer business, as shown by the following table.

CUSTOMER LABOR

1949	**$63,791.00**
1950	**68,595.00**
1951	**85,240.00**
1952	**83,954.00**
1953	**91,493.00**

"The above facts speak for themselves. We feature Carlife in our advertising, in newspapers, and in our radio broadcasts. We know it will serve other dealers, as well as it has served us."

Yes, the facts *do* speak for themselves! Why don't you take advantage of a program that can do all this for you. Don't delay . . . write today!

Note spacious, modern quarters housing Pietro DiNovo and Son, Dodge-Plymouth Agency.

Read what other Dealers say . . .

Motor Twins, Inc.—Ford
Wilkes-Barre, Pennsylvania
"With almost five years of Carlife experience, we have found it to fulfill our needs most adequately not only from the stand-point of a sales tool, but also as a service builder."

Lebanon Lincoln-Mercury
Lebanon, Pennsylvania
"We have found Carlife is a wonderful aid in selling new cars inasmuch as people know that the normal factory warranty is only 90 days or 4,000 miles, and realize that a car has to be pretty good to be guaranteed for 2 years or 25,000 miles for only $25.00."

Logan Motor Company—Ford
Washington, D. C.
"Over the past four years, we have been constant users of Carlife on both new and used cars. During this time, our sales of the Guaranty have averaged over eight hundred per year."

Brubaker Motors, Inc.—DeSoto-Plymouth
Lancaster, Pennsylvania
"From the date of its inception, we found Carlife to be very beneficial in helping us close new and used car sales."

Joe Pistocco Auto Service, Inc.—Cadillac-Pontiac
Wichita Falls, Texas
"On all of our current model cars, 92% of Carlife owners are coming back regularly for service. On all Carlife policies, we have 62.7% returning regularly for service."

Jerry McCarthy Chevrolet Company
Detroit, Michigan
"It is our considered opinion that the plan itself has resulted in a considerable increase in customer labor sales. We also feel that Carlife has helped eliminate many seasonable ups and downs so naturally associated with the automobile business."

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"In today's market, profitable new car 'deals' are at a premium, but having Six Thousand 'Carlife' Customers to draw from, we have a distinct advantage."

Fill out the coupon today, or clip it to your letterhead and send it on to us. We'll send you full particulars about how you too can use this amazing plan to increase your customer good will, and your profits. Naturally, there is no obligation!

The CARLIFE GUARANTY COMPANY
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Name of Dealership_____
Name_____ Title_____
Make of Car_____
Address_____
City_____ Zone_____ State_____

A-1154

Used-Car Auction Prices

(Continued from Page 33)

$360; Business coupe, $220. '48 Special Deluxe club coupe, $125. '47 Special Deluxe club coupe, $160.

PONTIAC — '53 Chieftain (8) Catalina, $1,655* (ps), $1,600*; 4-dr., $1,360*. '52 Chieftain (8) 4-dr., $1,075*, $1,000*; 2-dr., $830*. '51 Silver Streak (8) 2-dr., $835*; Silver (6) 2-dr., $500. '50 Silver Streak (8) Catalina, $830*; Silver Streak (6) 4-dr., $500. '49 Silver Streak (8) 4-dr., $415; 2-dr., $195*, $160; Silver Streak (6) 2-dr., $370, $210*.

STUDEBAKER — '55 Commander 2-dr., $1,750. '51 Champion 2-dr., $430. '49 Champion 4-dr., $120*.

MISCELLANEOUS — '53 Jaguar 2-dr., $1,660.

DYER, IND.

(Dyer Auto Auction. Sale every Friday. Prices are for sale of Nov. 12.)
(Sold 150 cars out of 226 offerings.)

BUICK—'54 Super Riviera, $2,330* (ps); 4-dr., $2,250* (ps). '53 Special 2-dr., $1,270*. '52 Special 4-dr., $850. '51 RM Riviera, $815*; 4-dr., $590*; Super 4-dr., $780*, $700*. '50 Special 4-dr., $510*, 2 at $425. '49 RM 4-dr., $255*.

CADILLAC—'54 (60) Special 4-dr., $4,180* (ps). '53 (62) 4-dr., $2,500*. '52 (62) coupe, $2,295*; 4-dr., $2,125* (ps), $1,900*. '51 (62) 4-dr., $1,555*, $1,530*. '50 (62) coupe deVille, $1,450*.

CHEVROLET—'55 One-fifty (6) 4-dr., $1,700. '53 Two-ten 4-dr., $985, $875. '52 SL Deluxe club coupe, $855. '51 SL Deluxe Bel Air, $580, $565*; 4-dr., $575, $570*, $555, $445; FL Deluxe 2-dr., $605*, $550. '50 SL Deluxe 2-dr., $470; FL Deluxe 2-dr., $465, $455. '49 FL Deluxe 2-dr., $345; SL Deluxe 2-dr., $310; conv., $135. '48 SM 4-dr., $105.

DeSOTO—'52 Fire Dome (8) club coupe, $700.

DODGE—'53 Coronet 4-dr., $1,100*; 2-dr., $825*; Meadowbrook 4-dr., $795; ¾-ton pickup, $800. '50 Coronet 4-dr., $360.

FORD—'55 Fairlane (8) 4-dr., $2,515*, $2,-505*; Custom (8) 4-dr., $1,975, $1,900; 2-dr., $1,935, $1,875. '53 Main (6) Ranch Wagon, $1,275; Custom (8) 2-dr., $1,100. '51 Custom (8) 2-dr., $600, $595*, $355; ½-ton pickup, $500. '50 Custom (8) 2-dr., $455, $440, $400; Deluxe (6) 4-dr., $345, $340. '49 Custom (8) 2-dr., $340, $230, $170, $135. '48 Deluxe (8) club coupe, $160.

KAISER—'51 Deluxe 2-dr., $330*.

LINCOLN—'50 4-dr., $325.

MERCURY—'51 club coupe, $600*. '50 club coupe $625*, $210*. '49 club coupe, $220; conv., $170.

NASH—'53 Statesman club coupe, $1,290*, $1,285*. '51 Rambler club coupe, $480*. '49 Ambassador 4-dr., $265.

OLDSMOBILE—'55 (88) Holiday, $3,890* (ps). '54 (88) Holiday, $2,515*; 4-dr., $1,885*. '53 (98) 4-dr., $2,065* (ps), $1,-600* (ps). '52 (88) 4-dr., $1,215*. '51 (88) 4-dr., $675*. '50 (88) 4-dr., $730*, $615*, $580, $380. '49 (88) 4-dr., $395*, $165*.

PACKARD—'53 (300) 4-dr., $1,450*.

PLYMOUTH—'53 Cranbrook 4-dr., $905; club coupe, $835. '52 Cranbrook club coupe, $585; 4-dr., $580, $560. '51 Cranbrook 4-dr., $495, $465. '50 Special Deluxe conv., $435; club coupe, $310.

PONTIAC—'55 Star Chief (8) Catalina, $2,865* (ps), $2,860* (ps); Chieftain (8) 2-dr., $2,430*. '53 Chieftain (8) 4-dr., 2 at $1,380*, $1,320*, $1,315*, $1,305*, $1,-300*; Catalina, $1,175*. '52 Chieftain (8) Catalina, $1,175*. '51 Silver Streak (8) 2-dr., $615. '50 Silver Streak (8) 4-dr., $365.

STUDEBAKER—'51 Champion 4-dr., $425, $415*, $400*. '50 Commander Land Cruiser, $380; Champion 4-dr., $180; ½-ton pickup, $330. '48 Commander Land Cruiser, $220*.

MISCELLANEOUS — '51 International ½-ton pickup, $495.

N. LITTLE ROCK, ARK.

(Arkansas Auto Auction. Sale every Wednesday. Prices are for sale of Nov. 17.)
(Sold 35 cars out of 71 offerings.)

BUICK—'49 Super 2-dr., $300*. '46 Special 4-dr., $110*.

CADILLAC—'51 (62) 4-dr., $1,615*.

CHEVROLET—'55 Bel Air 2-dr., $2,205. '53 Two-ten 4-dr., $975*. '52 SL Deluxe club coupe, $705. '51 SL Deluxe Bel Air, $635*; ¾-ton pickup, $310. '50 SL Deluxe club coupe, $510, $485. '49 SL Deluxe 4-dr., $355. '48 FM 2-dr., $225; ½-ton pickup, $170. '47 FM 2-dr., $155.

FORD—'51 Custom (8) 2-dr., $655, $420. '50 Deluxe (8) 2-dr., $525, $495, $430, $330; ½-ton pickup, $130. '47 Deluxe (8) 4-dr. $145, $140.

HUDSON—'53 Wasp 4-dr., $905.

MERCURY—'52 Monterey club coupe, $1,-190. '46 Custom 4-dr., $195.

OLDSMOBILE — '51 (88) 4-dr., $775*, $600*.

PLYMOUTH — '50 Special Deluxe 4-dr., $425.

PONTIAC — '50 Silver Streak (8) 4-dr., $425*.

STUDEBAKER—'50 ½-ton pickup, $160.

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday. Prices are for sale of Nov. 12.)
(Market fair. Sold 172 cars out of 215 offerings.)

BUICK—'54 Century Riviera coupe, $2,-550* (ps), $2,495* (ps). '53 Special 2-dr, $1,210. '52 Super conv., $890*. '50 RM 4-dr., $450*.

CADILLAC—'54 (62) coupe deVille, $4,-350*; coupe, $4,010* (ps), $3,950* (ps). '48 (62) 4-dr., $250.

CHEVROLET—'55 Bel Air (8) 4-dr., $2,-475* (ps), $2,350* (ps); 2-dr., $2,275; Two-ten 4-dr., $2,180*; Delray coupe, $2,100; 2-dr., $1,850. '54 Bel Air 2-dr., $1,575; Two-ten station wagon, $1,575; Delray coupe, $1,545* (ps); Bel Air 4-dr., $1,510, $1,475. '53 Two-ten 2-dr., $1,070.

CHRYSLER—'50 Royal club coupe, $460. '48 NY 4-dr., $250*.

DeSOTO—'52 Custom Sportsman, $975; 4-dr., $780.

DODGE—'53 Coronet 4-dr., $1,075. '52 ½-ton pickup, $425. '50 Wayfarer conv., $550. '49 ½-ton pickup, $310.

FORD — '54 Crest (8) Victoria, $1,955*, $1,925*, $1,775*; conv., $1,800; Custom (8) 2-dr., $1,650, $1,525, $1,475, $1,430; Main (8) 4-dr., $1,275; Main (6) 4-dr. $1,225. '53 Crest (8) Victoria, $1,350*.

MERCURY—'54 Monterey station wagon, $2,250; Custom 2-dr., $1,600 '53 4-dr., $1,375, $1,275*. '52 Monterey 4-dr., $1,-130. '51 2-dr., $725*.

NASH—'54 Rambler sedan, $955. '51 Rambler sedan, $515.

OLDSMOBILE—'54 (88) Holiday, $2,700* (ps); Super 4-dr., $2,550*. '53 (98) conv., $1,710*. '52 (98) 4-dr., 2 at $1,-175*; (88) 4-dr., $1,150, $1,100; conv., $1,110*.

PLYMOUTH—'54 Belvedere station wagon, $1,550. '53 Cambridge 4-dr., $850. '51 Cranbrook 4-dr., $550. '50 Special Deluxe 4-dr., $395; 2-dr., $300. '49 Special Deluxe 4-dr., $405, $375.

PONTIAC—'55 Star Chief sedan, $3,100* (ps). '53 Chieftain (8) conv., $1,245*. '52 Chieftain (8) Catalina, $1,115*. '51 Silver Streak (8) 2-dr., $785*.

STUDEBAKER—'53 Commander 4-dr., $1,-100*, $1,050*; Champion 4-dr., $910; coupe, $675. '50 Champion 2-dr., $275*.

WILLYS — '53 (6) station wagon, $810*. '52 station wagon, $600*. '46 station wagon, $150. '42 jeepster, $150.

CHICAGO

(Arena Auto Auction. Sale every Tuesday. Prices are for sale of Nov. 16.)
(Sold 212 cars out of 339 offerings.)

BUICK—'54 Century Riviera 2-dr., $2,435*, $2,395*; RM Riviera 4-dr., $2,430* (ps); Super Riviera 2-dr., $2,415*; Special Riviera 2-dr., $2,290*. '53 Super Riviera 2-dr., $1,670*, $1,655*, $1,645*, $1,540*; RM Riviera 2-dr., $1,620* (ps); Special Riviera 2-dr., $1,335, $1,300. '52 Super Riviera 2-dr., $1,075*.

CADILLAC—'55 (62) conv., $5,900* (ps). '54 (62) coupe deVille, $4,395* (ps); conv., $4,065* (ps); 4-dr., $3,805* (ps). '53 (62) coupe deVille, $2,830*; coupe, $2,730* (ps).

CHEVROLET — '55 Bel Air (8) Sport coupe, $2,470*. '54 Bel Air Sport coupe, $1,800* (ps), $1,700; 4-dr., $1,650; 2-dr., $1,650, $1,575. '53 Bel Air Sport coupe, $1,455*, $1,425*; 2-dr., $1,375, $1,125; 4-dr., $1,100; Two-ten Sport coupe, $1,-295*; 4-dr., $1,210; Handyman, $1,085; 2-dr., $1,050, $900, $885. '52 SL Deluxe Bel Air, $975*, $955*.

CHRYSLER — '52 Windsor club coupe, $875*. '50 Windsor club coupe, $460*; 4-dr., $375*, $350*. '48 Windsor club coupe, $130*.

DeSOTO—'52 Fire Dome (8) 4-dr., $845*; club coupe, $800*. '49 Custom 4-dr., $370*. '48 Custom 4-dr., $180*.

DODGE—'53 Coronet 2-dr., $895*; Meadowbrook 4-dr., $830*. '52 Coronet 4-dr., $600*. '50 Coronet club coupe, $480*; 4-dr., $285*. '48 Custom 4-dr., $120*.

FORD—'55 Fairlane (8) 4-dr., $2,420*. '54 Crest (8) Country Squire, $2,025*; Victoria, $1,750*; Custom (8) conv., $1,970* (ps); 4-dr., $1,530* (ps); 2-dr., $1,510*. '53 Crest (8) Victoria, $1,410; Custom (8) conv., $1,400*, $1,170* (ps), $1,130*; 4-dr., $1,215*, $1,205, $1,125; Main (8) Ranch Wagon, $1,360.

HUDSON—'53 Jet 4-dr., $800. '51 Hornet 4-dr., $450*; Pacemaker 2-dr., $300.

KAISER—'53 Manhattan 4-dr., $650*.

LINCOLN — '53 Cosmopolitan coupe, $1,-865* (ps). '49 4-dr., $100.

MERCURY—'54 Monterey coupe, $2,250*, $1,905; Custom Sport coupe, $1,920*. '53 Monterey conv., $1,635* (ps); Custom

(Continued on Page 35, Col. 1)

Southwest Show Sells All Space

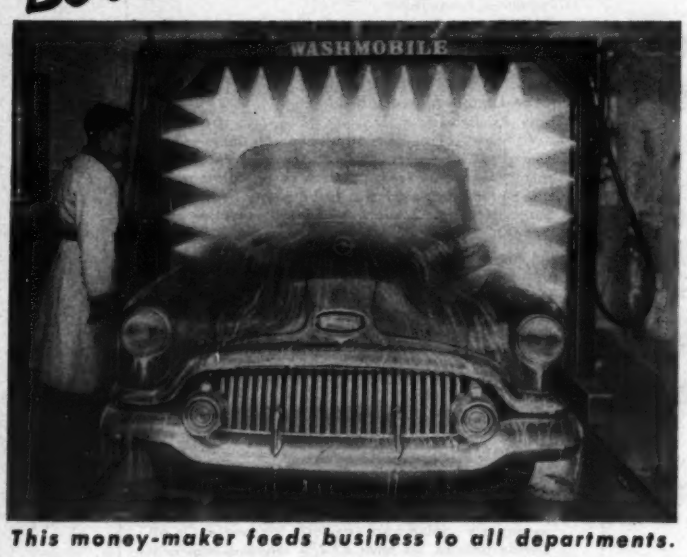
SAN ANTONIO. — All space has been sold for the Southwest Automotive Show, according to the show office.

The show, to be held here at Bexar County Coliseum March 31-Apr. 3, is being sponsored by 190 parent jobbing firms.

Drawing for show space will take place at the coliseum next Jan. 7.

WASHMOBILE

BOOSTS SERVICE VOLUME



This money-maker feeds business to all departments.

Naturally, in these times, you want to improve service, increase customer labor, parts and accessory sales, but at the same time, *cut costs*. There is no surer way than to install automatic Washmobile equipment in your washbay.

You get high washrack volume, enabling you to handle more service jobs, and your new and used car washing, in stride. You free valuable floor space for other work, making every square foot count profit-wise.

Besides, you please customers with spotlessly clean cars, on time—the best way we know of to step up sales in all departments. Write for information and specifications today! No obligations, of course.

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★ 50 CARS
★ IN A HURRY!

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ANY OF THE BIG 3

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  . . . we will pay to somebody in Detroit, Miami or on the East Coast between Boston and Miami who has the cars we need.
- **5 OR 6 MONTH CONTRACT**
  Contract to start in December. If need be, cars can be returned in April for the Spring market.
- **BEST OF CARE PROVIDED**
  In addition to taking care of pickup and delivery, we will fully insure them and provide reliable maintenance.
  Our experience in the car rental business has shown the average mileage over this period to be from 6 to 10 thousand.
- **DON'T DELAY!**
  These cars have to be in operation in December!

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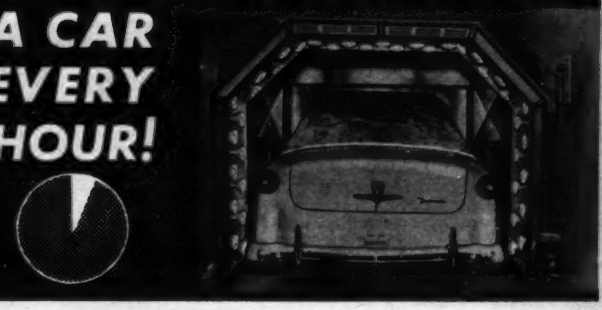

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Infra-Red Unit Boosts Production at Minimum Investment

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RESTFOAM

GEORGE P. HOOPER
AUTOMOTIVE RESTFOAM SALES - 1914 FISHER BLDG. DETROIT 2, MICH.

Used-Car Auction Prices

(Continued from Page 34)

Sport coupe, $1,500*; 4-dr., $1,355*. '52 Custom Sport coupe, $1,270*, $1,205*, $1,200; Monterey 4-dr., $1,005*.

NASH—'53 Ambassador 4-dr., $980. '51 Statesman 4-dr., $260.

OLDSMOBILE—'54 (98) Holiday, $2,995* (ps), $2,950* (ps), $2,825* (ps), $2,510* (ps); (88) 4-dr., $2,800* (ps), $2,410*, $2,385*; Holiday, $2,600*, $2,525*, $2,510*. '53 (98) 4-dr., $1,765* (ps), $1,680*; (88) 4-dr., $1,675*. '51 (98) Holiday, $930*; 4-dr., $815*, $765*; (88) 2-dr., $720*.

PLYMOUTH — '53 Cambridge Suburban, $1,330*. '52 Cranbrook 4-dr., $665*, $620; Cambridge 4-dr., $595. '51 Concord Suburban, $525.

PONTIAC—'55 Star Chief (8) Catalina, 2 at $2,990* (ps); Chieftain (870) Catalina, $2,790*. '54 Chieftain (8) station wagon, $2,195* (ps); 4-dr., $1,605. '53 Chieftain (8) Catalina, $1,675*, $1,625* (ps); 4-dr., $1,355*. '52 Chieftain (8) 4-dr., $925*.

STUDEBAKER—'53 Champion club coupe, $1,255*, $1,205*. '52 Champion 4-dr., $515; Commander Land Cruiser, $495*. '50 Champion 2-dr., $220*. '49 Champion 2-dr., $145.

WILLYS—'52 2-dr., $575.

PHILADELPHIA

(H. B. Robinson Auto Sales Auction. Sales every Tuesday and Thursday. Prices are for sales of Nov. 11-16.)

(Cars still scarce this week. Next week we expect to be back to our normal volume of approximately 200 autos. Sold 92 cars out of 142 offerings.)

BUICK—'53 Super Riviera, $1,450*. '52 Special 2-dr., $890*. '51 Super Riviera, $840*; 4-dr., $670*; Special 4-dr., $650, $670*, $475.

CADILLAC—'54 (62) 4-dr., $3,750* (ps). '51 (62) 4-dr., $1,720*. '50 (61) club coupe, $1,290*; 4-dr., $1,060*.

CHEVROLET—'55 Bel Air (8) Hard Top, $2,470*; station wagon, $2,380; sedan, $2,260. '54 Bel Air 2-dr., $1,580*; Two-ten 4-dr., $1,295; ½-ton pickup, $910. '53 Bel Air 4-dr., $1,250*, $1,180*; Two-ten 2-dr., 2 at, $1,050, $1,030, $1,010*, $990*, $970, $960; One-fifty 2-dr., $840, $795, $745, $730. '52 SL Deluxe 2-dr., $775*, $670*; SL Special 4-dr., $650. '51 SL Deluxe 4-dr., $600*, 2 at $600, $570, $550, $500; conv., $490*.

CHRYSLER—'53 NY 4-dr., $1,360* (ps).

DeSOTO—'53 Fire Dome (8) 4-dr., $1,-250*, $1,230*, $1,175*. '51 Custom 4-dr., $750.

DODGE — '53 Meadowbrook 4-dr., $875, $860. '52 Coronet conv., $650*. '50 ½-ton panel, $220, $200. '49 Coronet conv., $230*.

FORD—'54 Crest (8) 2-dr., $1,575, $1,380. '53 Crest (8) 4-dr., $990; Custom (6) 2-dr., $820. '52 Crest (8) Victoria, $950*; Main (8) 2-dr., $790. '51 Custom (8) Victoria, $705*; 4-dr., 2 at $590; conv., $575*. '50 Custom (8) 2-dr., $530, $475, $300; Custom (6) 4-dr., $385.

KAISER—'52 4-dr., $400. '51 Deluxe 4-dr., $330.

MERCURY—'53 Monterey sedan, $1,600*. '52 4-dr., $985*, $720. '50 4-dr., $510.

NASH—'53 Statesman club coupe, $1,000. '51 Statesman 4-dr., $255. '50 Ambassador 4-dr., $150*; Super 4-dr., $225.

OLDSMOBILE—'52 (98) 4-dr., $1,070*. '51 (88) 4-dr., $775*; (98) 4-dr., $730*. '50 (88) 4-dr., $540*; (98) 2-dr., $525*. '49 Custom conv., $1,250*.

PLYMOUTH—'54 Plaza 4-dr., $1,190. '52 Cambridge 4-dr., $645, $570, $530. '51 Cranbrook Belvedere, $655; Cambridge 2-dr., $440.

PONTIAC — '55 Chieftain (870) station wagon, $3,040*; Catalina, $2,800*. '53 Chieftain (8) 4-dr., $1,375*, $1,370*, $1,-285*, $1,275*. '52 Chieftain (8) Catalina, $1,550*, $1,175*, $1,130* $1,100*; Chieftain (6) 2-dr., $520. '51 Silver Streak (8) 2-dr., $710. '50 Silver Streak (8) conv., $550.

STUDEBAKER — '54 Commander Land Cruiser, $1,585. '52 Champion Hard Top, $550. '51 Champion 4-dr., $340*, $320. '50 Champion 2-dr., $290, $150; Commander Land Cruiser, $240. '48 Commander club coupe, $130.

OAKLAND, CALIF.

(Oakland Auto Auction. Sale every Wednesday. Prices are for sale of Nov. 17.)

(We had a very large group of buyers this week; also a nice consignment of clean autos. Prices are firm, except on new cars, as the boys just aren't buying them so fast this fall. Weather beautiful. About 68 percent sold.)

BUICK—'53 Super 4-dr., $1,695*; Special 2-dr., $1,260. '52 Super conv., $1,225*. '51 Special 4-dr., $875*; Super 2-dr., $700*. '50 Super 4-dr., $760*. '48 Super conv., $295. '46 Super 2-dr., $220.

CADILLAC—'53 (62) 4-dr., $2,800* (ps). '51 (62) 4-dr., $1,635*. '50 (62) coupe, $1,310*.

CHEVROLET—'51 SL Deluxe club coupe, $720*. '50 SL Deluxe 2-dr., $510; club coupe, $440. '49 SL Deluxe 2-dr., $500; conv., $415. '48 SM 4-dr., $380; ½-ton panel, $295.

CHRYSLER — '53 Custom Imperial 4-dr., $1,835* (ps).

DODGE—'49 Custom 2-dr., $330*. '47 Deluxe 4-dr., $160.

FORD—'54 Main (8) Ranch Wagon, $2,-250*; Custom (6) 4-dr., $1,565; 2-dr., $1,325. '53 Crest (8) Victoria, $1,300*; ½-ton pickup, $960. '51 Custom (6) 4-dr., $630. '50 ½-ton pickup, $510; Custom (6) 2-dr., $480; Deluxe (6) 2-dr., $430. '49 Custom (8) 2-dr., $480; conv., $430. '47 Deluxe (8) 4-dr., $225; Deluxe (6) 4-dr., $210. '46 Custom (8) 2-dr., $145.

KAISER—'52 (6) 4-dr., $700*. '51 Special 4-dr., $475.

LINCOLN—'49 Cosmopolitan 4-dr., $380*.

MERCURY—'51 4-dr., $830*. '50 2-dr., $595. '47 club coupe, $150.

OLDSMOBILE—'53 (98) Holiday, $1,960* (ps). '51 (88) 4-dr., $995*. '50 (98) conv., $450*.

PACKARD—'50 4-dr., $320*.

PLYMOUTH—'52 Cranbrook 4-dr., $810; Cambridge 4-dr., $710. '50 Special Deluxe 4-dr., $445.

PONTIAC — '51 Silver Streak (8) 2-dr., $855*. '50 Silver Streak (8) 2-dr., $660*. '49 Silver Streak (8) club coupe, $335*.

STUDEBAKER — '53 Commander 4-dr., $1,140*. '51 Commander conv., $500*. '50 Champion 2-dr., $395. '47 Commander 4-dr., $170*.

MASON CITY, IA.

(Lapiner Auction Co. Sale every Wednesday. Prices are for sale of Nov. 17.)

BUICK—'54 Century conv., $2,400* (ps), $2,350* (ps); RM 4-dr., $2,385* (ps), $2,330* (ps). '53 RM 4-dr., $1,665* (ps). '51 Super 4-dr., $775*, $710*; RM 4-dr., $740*, $705*. '50 Super 2-dr., $380*.

CADILLAC—'53 (62) sedan, $2,705* (ps). '52 (62) 4-dr., $2,096*. '50 (62) 4-dr., $1,355*. '48 (60) Special 4-dr., $630*.

CHEVROLET—'55 Bel Air (6) 4-dr., $2,-020*, $1,990*; 2-dr., $1,875. '54 Bel Air conv., $1,740* (ps); 4-dr., $1,525*; Two-ten 4-dr., $1,340, $1,310, $1,290. '53 Two-ten 2-dr., $1,020, $1,010, $875. '52 SL Deluxe 4-dr., $855*, $825, $800; 2-dr., $605. '50 SL Deluxe Bel Air, $515*; 2-dr., $540, $510. '48 FM 4-dr., $215.

CHRYSLER—'51 NY 4-dr., $815*, $800*; Windsor 4-dr., $765*.

DODGE, — '53 Coronet 4-dr., $995*. '52 Meadowbrook 4-dr., $665*.

FORD—'54 Crest (8) conv., $1,780*; Main (8) 2-dr., $1,100, ½-ton pickup, $900. '53 Custom (8) 4-dr., $1,085, $1,150*; Main (8) 2-dr., $1,015*, $955*, $930*. '52 Crest (8) Victoria, $1,055*. '51 Custom (6) 2-dr., $545. '50 Custom (8) 2-dr., $560*, $480. '49 Custom (8) station wagon, $445*; 2-dr., $250*; Custom (6) 2-dr., $230*.

MERCURY—'53 Monterey 4-dr., $1,410*, $1,405*, $1,365*. '51 4-dr., $685*, $660*, $615*.

OLDSMOBILE—'54 (88) Super Hard Top, $2,600* (ps); 4-dr., $2,530*, $2,445*, $2,365*. '52 (88) 2-dr., $1,315* (ps), $1,285*, $1,175*, $1,095*. '51 (88) Super 4-dr., $945*, $900*.

PACKARD—'52 4-dr., $805. '51 4-dr., $705*, $650*.

PLYMOUTH—'55 Savoy (8) 4-dr., $2,370*. '53 Cambridge Suburban, $1,265, $1,100. '52 Cranbrook 4-dr., $605.

PONTIAC—'55 Star Chief (8) Catalina, $2,985*. '53 Chieftain (8) Catalina, $1,-460*. '51 Silver Streak (8) 2-dr., $665*. '50 Silver Streak (8) Catalina, $740*.

STUDEBAKER—'52 Champion 2-dr., $715*. '51 Commander Land Cruiser, $440*.

MISCELLANEOUS — '52 GMC ¾-ton pickup, $660.

* * *

— *Auctions in Brief* —

FARGO, N. D.

Tri-State Auction Co. Sale every Thursday (Nov. 18). Considerable demand for sharp cars. Prices firm on '52 and '53 models. Sold 38 out of 63.

* * *

EBENSBURG, PA.

Ebensburg Auto Auction Co. Sale every Thursday (Nov. 18). Late models falling fast with '49s through '52s holding firm. Dealer interest high. Sold 76 cars out of 97.

* * *

HORSEHEADS, N. Y.

Horseheads Auto Auction. Sales every Tuesday, Wednesday and Friday. Prices are for sales of Nov. 16-17-19. More '55s offered today. Prices weaker by about $100. Good, clean, older cars seemed a little stronger. Sold 87 percent of 294 offerings.

* * *

OMAHA

Soderberg-Kline Auto Auction. Sale every Thursday (Nov. 18). Market steady with clean cars bringing good money and more activity among buyers.

* * *

MANHEIM, PA.

Manheim Auto Sales & Auction, Inc. Sale every Friday (Nov. 19). Market good. Sold 137 out of 188.

* * *

DETROIT

State Fair Auto Auction. Sale every Tuesday (Nov. 16). Prices somewhat higher and we are looking forward to a steady market. Clean cars still scarce. Sold 88 out of 114.

* * *

RICHMOND, VA.

Ryan Auto Auction, Inc. Sale every Wednesday (Nov. 17). Market slow. Buyers stole plenty of cars today as dealers let many good units go at exceptionally low prices.

* * *

JESSUP, MD.

Collie's Auto Auction. Sale every Wednesday (Nov. 17). Market excellent for clean cars. Sold 24 out of 43.

* * *

FORT WAYNE, IND.

Carl Marker's Auto Auction. Sale every Tuesday (Nov. 16). Little change — not enough cars for buyers. Sold 89 out of 124.

* * *

DENVER

Colorado Auto Auction. Sale every Monday (Nov. 15). Have been offering three to four hundred cars per week with a high percentage sold. Cars most in demand are '53 through '54 models.

* * *

WINDSOR, VA.

Windsor Auto Auction. Sale every Thursday (Nov. 18). Over 85 percent of the cars offered this week were sold. This is an excellent percentage for November. Prices remain stable on extra clean units.

* * *

NEW YORK CITY

Skyline Auto Auction. Sale every Tuesday (Nov. 16). With nearly all new-car announcements out of the way, dealers are bidding very strongly on good, clean merchandise. Off units still bring just what they are worth. Sold 62 cars out of 103 offerings.

* * *

MINNEAPOLIS

Minneapolis Auto Auction. Sale every Wednesday (Nov. 17). A small consignment of autos today with '53s and '54s in demand here. Buyers cautious. Sold 87 cars out of 129 offerings.

* * *

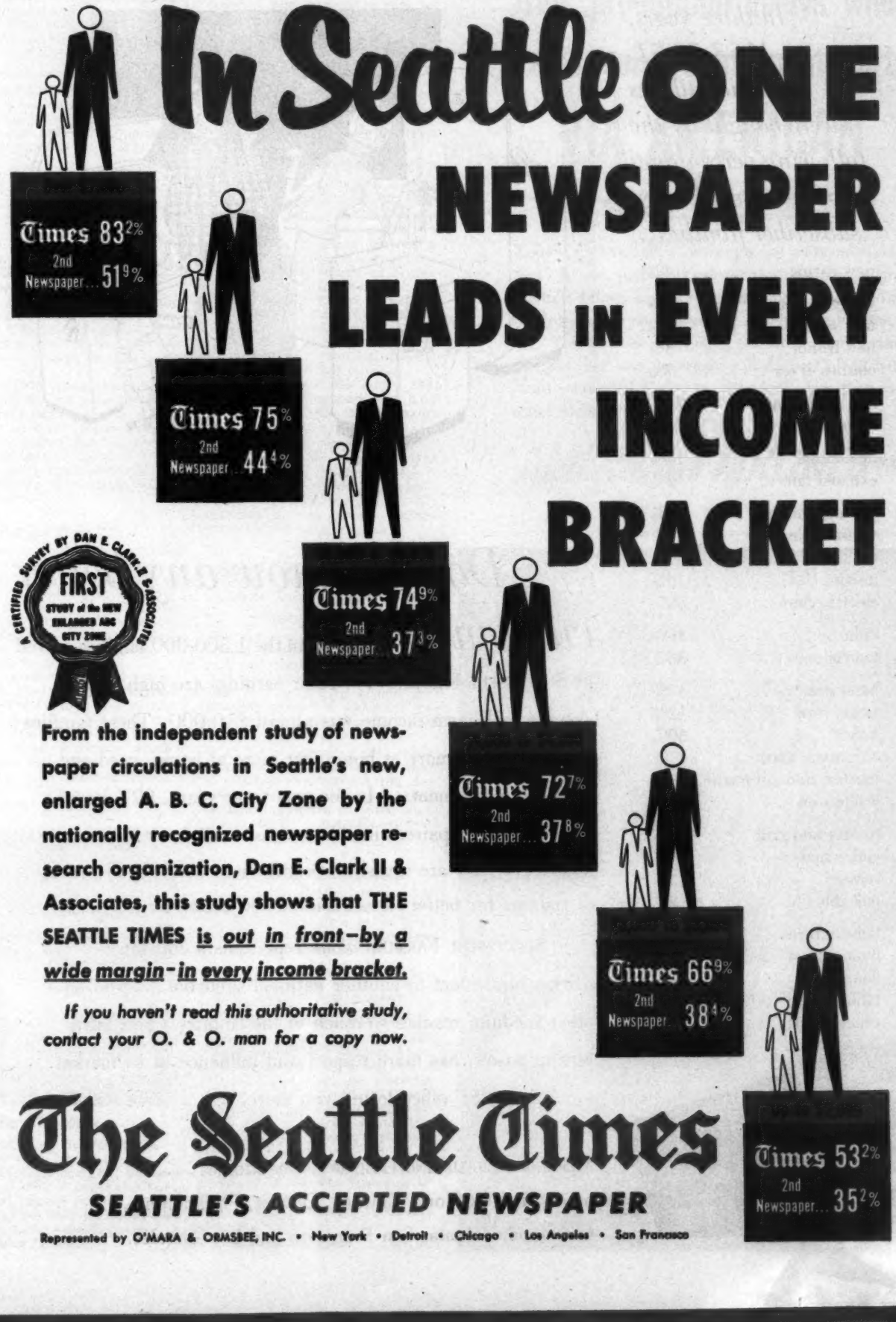
N. PLAINFIELD, N. J.

Lebanon Auto Auction. Sale every Wednesday (Nov. 17). Plenty of activity in new price range with buyers and sellers willing to get together. Sold 71 cars out of 126 offerings.

* * *

BROWNWOOD, TEX.

Southwest Car Auction. Sale every Tuesday (Nov. 16). Seasonal slump in evidence with the market weak on most models. Sellers were bailing out as prices seemed to make little difference. Sold 106 cars out of 143 offerings.



Affecting Factories and Dealers . . .

Auto Advertising

By Martin L. Whitmyer
Staff Writer

Advertising is not expendable, but rather is an essential ingredient of the American economy, according to Thomas D'A. Brophy, chairman of the board of Kenyon & Eckhardt, Inc.

Speaking before the Detroit Adcraft Club, Brophy said that advertising is to selling what the machine is to production.

"It makes jobs. It reduces selling costs. It helps increase our standard of living," Brophy said.

"Effectively and properly used, it increases company profits and makes possible the only security a company can hope to have in an uncertain world.

"Advertising is indeed the Cinderella of American business."

* * *

Ford Dealers Renew Pact

Ford Dealers Assn. of New York has renewed its sponsorship of "News Headlines" on the "Jack Sterling Show" over Radio Station WCBS, New York.

The new contract runs for 13 weeks.

Divco Appoints Allman

Roy H. Sjoberg, sales director for Divco Corp., Detroit, has announced the appointment of Allman Co., Inc., Detroit, as the corporation's new advertising and marketing counselor.

Divco, manufacturer of house-to-house delivery trucks, is planning an expanded sales campaign that will include sales promotion, public relations and sales training, as well as advertising, Sjoberg added. Newspapers, magazines and direct mail will be used.

* * *

Brake Maker on Air

Auto Specialties Mfg. Co., New York, makers of disk-type brakes for automobiles, has purchased 52 weeks of sponsorship in "Lanny Ross Presents," Monday through Friday over Radio Station WBCS, New York.

The company also has signed for nine participations a week on the "Jack Sterling Show."

* * *

N. Y. Ford Dealers on TV

Members of the Ford Dealers Assn. of New York used 20-second announcements on WABD-TV, New York, to introduce their line during the first two weeks the cars were shown to the public. The ads were placed by J. Walter Thompson Co.

* * *

WCBS Inks Auto Makers

Three auto manufacturers have taken to the New York airwaves with the purchase of time on Radio Station WBCS, key station of the CBS radio network.

Oldsmobile is participating in the "John Henry Faulk Show" Monday, Wednesday and Fridays; the "Bob Haymes Show" six times a week; Bill Leonard's "This Is New York" Mondays, Wednesdays and Fridays, and "Lanny Ross Presents," Tuesdays and Thursdays.

Oldsmobile also bought the 7:45 a.m. station break three times a week on an alternating basis.

Lincoln-Mercury bought a three-week saturation campaign of 12 participations a week in the "Jack Sterling Show;" five participations a week in the "John Henry Faulk Show;" five a week in "Lanny Ross Presents," and three a week on the "11 O'Clock News."

Chrysler division is participating in the "Jack Sterling Show" six times a week and Bob Haymes' "Melody in the Night" five times a week, in addition to 10 station breaks a week for two weeks.

* * *

Munce on Dodge Account

Hugh V. Munce has been appointed coordinator of regional account executives on the Dodge car account, according to Lawrence R. McIntosh, executive vice-president of Grant Advertising, Inc.

Assigned to the agency's Detroit office, Munce will direct field operations in advertising, sales promotion, merchandising and dealer relations.

Munce formerly was with MacManus, John & Adams on the Pontiac account. He also edited Pontiac's dealer magazine and employe publication.

* * *

Brown Joins Cerre

Spencer D. Brown has joined the staff of Cerre Co., Detroit sales promotion firm, as creative director and account executive, according to Arthur A. Cerre, president.

S. D. Brown

Formerly merchandising manager on the Dodge car account for Grant Advertising, Brown also served as copywriter for seven years with Campbell-Ewald, specializing on automotive and appliance merchandising programs.

* * *

Metro Map Available

Recent changes in the group structure of Metro Sunday Comics are incorporated into a new "distort" map issued by Metropolitan Sunday Newspapers, Inc.

The map shows the coverage of Metro's 38-paper group in 166 Metropolitan areas.

Copies are available from Metro Sunday Comics sales offices in New York, Chicago, Detroit, San Francisco and Los Angeles.

* * *

Chrysler Televises Parade

Chrysler Corp. sponsored the telecast of the Thanksgiving Day parade in Detroit.

Televised over ABC-TV, the parade included 1,300 marchers, 13 bands and many floats. The parade itself is sponsored by J. L. Hudson Co., Detroit department store.

* * *

McKinney Adds Client

The Niagara Falls (N. Y.) *Gazette* has appointed J. P. McKinney & Son, Inc., New York, Chicago and San Francisco, as national advertising representative.

* * *

Auto-Lite Adds Color

A new format featuring four-color cartoons is expected to add to the reader appeal of the Auto-Lite Sta-Ful Battery News, according to W. E. Blank, sales manager of Auto-Lite Battery Corp.

The eight-page newspaper contains tips on selling batteries, information on advertising and promotion material available and other data.

About 175,000 copies are being circulated to distributors, salesmen, dealers, prospects and other outlets.

* * *

ATTENTION DETROIT ADMEN: Adcraft speaker this week (Friday noon, Dec. 3, at Statler Hotel) is Columnist Robert Ruark. This is the annual Adcraft dinner.

* * *

Names

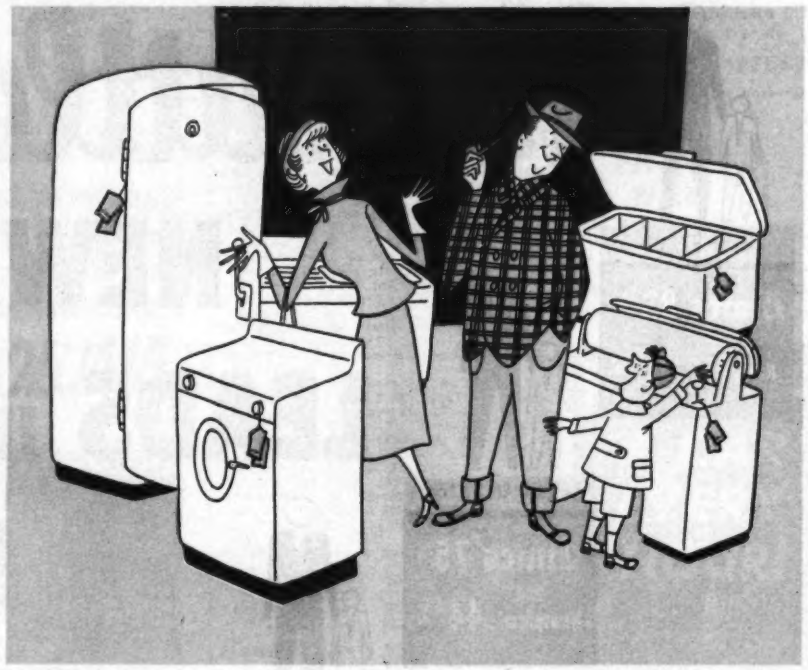
Ernest W. Whitney has been named associate copy director for Campbell-Ewald Co., Detroit. Whitney formerly was with Bruce B. Brewer Advertising Agency, Kansas City.

Academic Interest—

The original painting of Chevrolet's "You're Only Young Twice" advertisement, showing a group of students on the steps of the administration building of the University of Louisville, now hangs in the office of Dr. Philip Davidson (left), president of the university. Dr. Davidson is shown receiving the picture from S. A. Browder, Chevrolet zone manager in Louisville.

In three years, 1953-52-51, electric utilities were bought by the following percentages of SUCCESSFUL FARMING *subscriber families...*

new wiring	14%
water heater	12%
new washer	30%
new ironer	3%
clothes dryer	7%
new refrigerator	24%
home freezer	24%
new range	14%
exhaust fan	2%
sewing machine	18%
vacuum cleaner	27%
electric blanket	7%
heating pad	10%
electric clock	35%
radio set	36%
television set	36%
hand iron	17%
steam iron	12%
mixer	30%
automatic toaster	27%
toaster, non-automatic	3%
waffle iron	14%
toaster and grill	5%
coffee maker	14%
roaster	3%
portable fan	8%
light fixtures	15%
fluorescents	10%
floor lamps	17%
table lamps	21%
other lamps	7%



Do you know any better customers?... than the 1,300,000 families served by SUCCESSFUL FARMING?... Their earnings are high, 1953 average cash farm income was almost $10,000. These families are larger, live more at home, eat more at home, need and use more equipment... In the past three years, 82% have remodeled or repaired their homes, and 4% have built new houses... They are a vast market for new automobiles, trucks or tractors for better farm business and better farm living!

SUCCESSFUL FARMING *alone* represents a consumer market equivalent to another national suburbia... And no other medium reaches so much of the country's best farm buying power, has more respect and influence in its market ... Ask any SF office to tell you more.

MEREDITH PUBLISHING COMPANY, Des Moines... offices in New York, Chicago, Detroit, Philadelphia, Cleveland, Atlanta, San Francisco and Los Angeles.

Denver Dealer Gives Up Studebaker for DeSoto

S. M. Marcus, formerly a Studebaker dealer in Denver, has switched to DeSoto-Plymouth, according to Paul Herpolsheimer jr., western sales manager.

The Marcus dealership is located at 1156 Broadway.

Results!

USE THE WANT AD DEPARTMENT OF

Automotive News

TO BUY OR SELL

PORTABLE

AUTO TURNTABLES

Amazingly low in price and easily set up by you—ANYWHERE.

As simple as that—AMER-STAGE portable turntables now bring top-flight showmanship within the reach of every car dealer's budget. Best of all, they can be quickly and easily moved to any spot you choose.

Here is a rugged, all steel turntable, scientifically balanced to take all cars. Just plug in. For indoor or outdoor display.

Write for illustrated folder No. 7

AMERICAN STAGE EQUIPMENT, INC.

805 East 134 St., Bronx 54, N. Y.

FREE Portfolio

GETTING PROSPECTS for New & Used Cars

No matter how large or how small your organization, Salesmen spend most of their time looking for prospects. Help them to quickly get Good Prospects daily, and you will make more sales and better deals.

At no obligation, write for your FREE Portfolio of Proven Ideas, used by many successful auto dealers who are making money in today's market. Please give name and title.

CONSOLIDATED ADV. SERVICE

13027 FENKELL DETROIT 27, MICH.

AUTO TURNTABLES

Manufactured by

Macton Machinery Co.

DYKE LANE

Stamford 2, Conn.

Highways & Safety . . .

Ike Asks for Support Of S-D Day Effort

By Gerhardt Neumann
Staff Writer

AN APPEAL to the motoring public to cooperate in the observance of Safe Driving Day on Dec. 15 has been issued by President Eisenhower.

S-D Day is sponsored by the President's Action Committee on Traffic Safety in conjunction with the major national safety groups.

"The purpose of S-D Day," the President said, "is to save lives and to prevent injuries. No endeavor could be more worthy of our universal cooperation. None is more urgent."

Meanwhile, the Inter - Industry Highway Safety Committee, one of the co-sponsors, has sent out letters to all state auto dealer associations and auto and tire manufacturers, urging them to work out plans regarding their participation.

* * *

Suggestions to Dealers

M. R. DARLINGTON jr., managing director of the committee, suggested that the dealer associations encourage their members to take a hand in local S-D Day activities.

Dealers also could distribute literature to customers and employes, such as bumper stickers, calendar cards, booklets and special license plate frames bearing the message "Drive Safely."

Finally, dealers could include safety messages in their newspaper and radio advertising.

To the manufacturers, Darlington suggested that they help promote S-D Day in their advertising, or by urging their dealers to work for the cause on the local or state level.

The president listed three things citizens can do—all year around—to make S-D Day a success:

1. Obey all traffic regulations.
2. Follow common-sense rules of sportsmanship and courtesy.
3. Always be mindful of the constant possibility of accidents caused by negligence.

* * *

Oil Industry's Vow

FULL support of S-D Day also was promised by the oil industry at the 34th annual meeting of the American Petroleum Institute.

Joseph P. Walsh, chairman, described S-D Day as "one of the most important events ever planned in the highway safety movement in the U. S.

At the same conference, Gen. Lucius B. Clay, chairman of the President's committee on the highway program, said that the group is considering the establishment of an authority which would issue $26 billion in bonds to step up road building during the next 10 years.

"A Balanced Program for Highway Safety" was outlined by Walsh who emphasized that the "safe operation of a vehicle depends upon a driver." Human error, he said, is the cause of 92 percent of all fatal auto accidents.

* * *

The Human Factor

WALSH suggested that recognition be given the expert driver instead of the careless one, as when accidents "are so glaringly headlined and traffic violators become sympathetic figures in ratio to their amassing of tickets."

Stanley Learned, of Phillips Petroleum Co., recommended a 15-point program to promote safety in the operation of the oil firms' vehicles, with penalties for offenders, improved supervision of drivers, periodic testing of drivers and training courses.

Learned also suggested that all oil firms should campaign for pay-as-you-go roads, which he termed the only practical way to a quick solution of the road problem.

* * *

Chrysler Official Urges Stepped-Up Law Enforcement

Increased traffic law enforcement and adoption of a "vigorous program of jailing serious traffic offenders," were urged by Nicholas Kelley jr., secretary of Chrysler Corp., at the 22nd annual meeting of the American Assn of Motor Vehicle Administrators in Los Angeles.

Nicholas Kelley

He added that engineering and education also are vitally important.

Kelley pointed to the need of adequate roads and stressed that driver education "holds promise of creating a better class of drivers who are not encumbered with the haphazard driving habits derived from self-instruction."

* * *

Back to School

Adult Jaywalkers Face Stern Lesson

The ordinance committee of the Common Council of New Britain, Conn., has approved enactment of a law providing that jaywalking adults be required to attend special safety education classes. If enacted, it would be the first such law in the state.

With police reporting that school children already know and obey the crossing regulations, the new classes would be held for adult pedestrian violators to teach them to cross safely with traffic controls at protected intersections.

* * *

Ark. Pike 'Unfeasible'

A proposed toll road between Little Rock and West Memphis has been found unfeasible in an engineering report to the Arkansas State Highway Department.

For Traffic Violators—

Capt. J. Parker, of the Waterloo (N. Y.) police department, accepts from Les Sheets, district manager for Universal C.I.T. Corp., a stack of copies of a booklet, "It Can't Happen to Us!," which is distributed by the firm. The booklet will be given to traffic violators to brush up on their driving techniques.

S. D. Dealers Sponsor Editorial Safety Contest

For the second year, the South Dakota Automobile Dealers Assn. is co-sponsoring with the South Dakota Press Assn. an editorial contest on highway safety. Weekly papers may submit one editorial each month for a monthly prize during November, December and January.

The association has asked its members to call the attention of their local papers to the contest and encourage editors to submit their material.

Troy Buick Offers Bond To Top Local Golfer

A special "Troy Buick Award" of a $100 U. S. Defense Bond will go to the champion of the Northeastern New York Professional Golfers Assn. this year through the courtesy of Troy Buick, Troy, N. Y. **Albert J. Morris** is president of the dealership.

Troy Buick sponsors the local weekly golf series, "Tee Off with the Capital District Pros," on WTRI-TV.

PLANE FACTS

manufacturers ought to know

you have greater protection from production delays when you receive component parts

VIA AMERICAN

Today—with suppliers of component parts only hours away by air, you have greater protection from production delays. Inventories can be cut to a fraction, freeing capital and providing savings on warehousing. This is a job airfreight can do for any manufacturer, but one American can do best of all with more scheduled flights to more key areas than any other Airline!

AMERICAN AIRLINES INC.

America's Leading Airline

Quantity PRODUCTION of GREY IRON CASTINGS

ONE OF THE NATION'S LARGEST AND MOST MODERN PRODUCTION FOUNDRIES

ESTABLISHED 1866

THE WHELAND COMPANY

FOUNDRY DIVISION

MAIN OFFICE AND MANUFACTURING PLANTS

CHATTANOOGA 2, TENNESSEE

The Greatest Year for The

Separate Edition Editorial Offices:

RALEIGH

BIRMINGHAM

MEMPHIS

DALLAS

The Progressive Farmer circulation is keeping pace with the growth of the South; from 950,000 in 1945 to more than 1,260,000 today!

PAUL HUEY, Vice-President and Advertising Manager
Birmingham 2, Ala. • Telephone 54-2571

in History Progressive Farmer

...in Advertising Revenue ...in Circulation...in Service to Southern Rural Families

ADVERTISERS *invested more money in The Progressive Farmer in 1954 than in any previous year.*

And, for the third consecutive year, The Progressive Farmer leads all other farm magazines in lines and pages of advertising.

It's easy to see why advertisers have made The Progressive Farmer their No. 1 choice among farm magazines. Retail trade in the 16 Southern states was $42 BILLION* for 1953, 25% of the nation's total and 4½ times as great as it was in 1939. And the South is a predominantly *rural* market, 51.4% *rural* in population.

Advertising needs a *rural* magazine to sell the *rural* South. Urban magazines have comparatively few subscribers among Southern *rural* families...TV coverage is spotty and inadequate ...City newspaper circulation is concentrated in urban counties.

*Sales Management estimate.

The Progressive Farmer dominates the *rural* South as no other magazine dominates a market of similar size. The Progressive Farmer is far out in front of all other farm magazines in editorial service, carrying 50% more editorial linage in 1954 than any other farm magazine.

The Progressive Farmer offers advertisers powerful merchandising value. Ask to see the results of 54 surveys which show that The Progressive Farmer is the 4 to 1 choice of Southern retailers as the one farm magazine with greatest advertising influence in the *rural* South.

This year is the greatest year in history for The Progressive Farmer. Next year can be your greatest year in Southern sales. Place more of your advertising in The Progressive Farmer.

THE SOUTH SUBSCRIBES TO

The Progressive Farmer

EARL RUTTNER, V. P. and Eastern Advertising Manager
OSCAR H. DUBBER, V. P. and Western Advertising Manager
Other Advertising Offices:
Pacific Coast Rep. S. Townsend Co.
San Francisco • Los Angeles

But Situation Is in Hand, Dealers Say . . .

Bootleggers Try for Comeback

EDITOR'S NOTE: *Following are accounts of the bootleg situation in representative cities across the country, as reported by* AUTOMOTIVE NEWS *correspondents:*

Detroit

"ANY Detroit dealer who sells a new car to a bootlegger knows he's selling to a bootleg operator in almost every case," says a Buick dealership sales manager who requests anonymity.

This official continues, "Because Detroit dealers sell so many cars to visiting relatives and friends of Detroiters, as well as traveling salesmen and actors, many bootleggers attempt to disguise themselves as one of these.

"Anyone can get burned by one of these birds and I've had 'a car out of control' a couple of times myself, but bootleg sales can be screened out by watching these three things:

"1. Check all cold-cash deals carefully. Of course, full-price checks always need watching.

"2. Learn why a particular buyer comes to your dealership. Most legitimate out-of-town buyers will be brought in by a friend, relative or neighbor.

"3. Examine the profit in all deals. A bootlegger almost has to buy a car at below-market prices. As a rule, if a dealer keeps away from the $25 or $50-over-invoice deals, he'll have no trouble."

This sales manager asserts that his firm shies away from bootleggers for these reasons:

(a.) Because the factory frowns on the practice. He said this was particularly true with Buick.

(b.) Because of the small profit. However, he declares, if a dealer is badly overstocked with cars, a low-profit or a no-profit deal sometimes looks very good.

(c.) Because if the company gets to a point where it is making $25 deals, it would prefer to make them in the neighborhood—and at least have a chance at the service and used-car business.

(d.) Because it's fundamentally bad business when a retailer begins wholesaling his merchandise.

* * *

Springfield, Mo.

VIRTUALLY every make of new models is on display on used-car lots here and dealers report that used-car dealers will take orders for new '55s in models and styles not on the lots for early delivery at substantial discounts.

The present situation is more serious than it ever has been before, according to the dealers.

One has kept a record of new cars offered by nonfranchised dealers. While some show they have been obtained by the used-car dealer through the fleet technique, most have been sold by regular dealers in other states or towns and transported here.

Some franchised dealers here reportedly are contributing to the bootleg situation with a gimmick that works like this: They take all the cars they can get, fill their local demand and ship the surplus directly to used-car dealers elsewhere at dealer cost plus a small profit.

One Springfield dealer, a director of an outlying bank, said the bank recently handled a financial transaction in which the town's franchised dealer was billed—and paid—for a car which was delivered directly from the factory to a used-car dealer in Kansas City.

Bulk of the bootleg business here is with Ford, Chevrolet and Buick units.—(L. H. Houck.)

* * *

Atlanta

BOOTLEGGING of new cars continues in Atlanta, but is not too prevalent at this time.

A number of '55s have shown up on used-car lots here, with dealers and zone personnel not having much success in tracing their origin.

Ford and Plymouth dealers say a few used-car dealers have tried to buy new cars at the full retail price, just for the prestige value of having a '55 on their lot. Most new cars on used-car lots, however, have come through auctions.

No new techniques have been developed for procuring new cars, so far as is known. Dealers say fleet cars are sold on purchase order only. Fleet buyers are personally known to the dealers and each order is checked back with the purchaser before delivery. — (E. C. Bash.)

* * *

Birmingham, Ala.

NEW-CAR dealers say they have not discovered any new devices to procure new cars for the bootleg market.

However, some new cars are showing up in the auctions, but their origin is a mystery.—(Stuart Riddle.)

* * *

Chicago

DEALERS in Chicago say that plenty of phony orders by so-called leasing firms are being offered.

In one instance, it was said, a leasing operator ordered 12 new cars from each of 12 dealers and took title to all the cars.

However, he took only two cars from each dealer for his own use and the other 10 went into the bootleg dealer. Legitimate franchised dealers say this type of transaction is unworkable unless there is connivance between the phony buyer and the dealer.

There have been no known instances of forged orders. Dealers who handle fleet orders are familiar with buyers on their own accounts and know pretty well what accounts are handled by other dealers. (George Barclay.)

* * *

Baltimore

BOOTLEGGING in Baltimore reportedly is picking up with introduction of the new models.

The Automobile Trade Assn. of Maryland says its members are checking bootleg cars to trace their source. The association is discouraging its members from supplying cars to the illicit market.

One dealer said attempts are frequently made to buy cars in groups of 50 or more at substantial discounts. Most dealers, he said, turn down offers that aren't legitimate. —(Kate Savage.)

* * *

Buffalo

THE new-car market in Buffalo is relatively free of bootleg activity, although big dealers say they are constantly plagued by phony fleet bids from large operators in New York City and New Jersey.

These handlers present themselves as taxi operators or try to employ phony fleet orders.

"Dealers are wised up to the fleet gimmick," one Buffalo dealership official said. "It has been overworked and most dealers are suspicious of this type of order."

Dealers say that the New York City area appears to be the sore point in bootlegging operation in the East.

Buffalo dealerships which do a fleet business are tightening up all along the line on validating fleet orders. Contracts are thoroughly investigated before they are accepted to make sure that cars are

(Continued on Page 42, Col. 1)

GM Panel Stylings—

A variety of sizes and shapes in instrument panel stylings are featured by the new General Motors models. All GM instrument panels are made by AC Spark Plug Division. On the table (from left) are panels for the new Pontiac, Buick Century, Cadillac, Buick Super and Roadmaster, Buick Special and Oldsmobile.

Car Ownership Of Grocers Tops National Average

NEW YORK. — The average operator of a super market or the smaller superette in the U. S. owns 1.65 cars, according to a survey by *Progressive Grocer*, a magazine for super markets. The national average is .95 cars per household.

Among super market operators, the study indicated that Chevrolets and Buicks were the most popular cars. Among superette operators, Fords and Chevrolets were found most often. Eighty-six percent of the cars were 1950s or later models.

The study showed the following ownership of cars among super market operators: Chevrolets, 19 percent; Buick, 19 percent; Ford, 11.3 percent; Plymouth, 8.7 percent; Cadillac, 8.2 percent; Oldsmobile, 5.6 percent; Chrysler, 4.1 percent; DeSoto, 4.1 percent; Packard, 3.6 percent; Pontiac, 3.1 percent; Mercury, 2.6 percent; Lincoln, 2.6 percent; Dodge, 2.1 percent; Studebaker, 2.1 percent, and Hudson, 1.5 percent.

The following car ownership was found among superette operators: Ford, 14.6 percent; Chevrolet, 14.1 percent; Plymouth, 11.6 percent; Buick, 10.7 percent; Dodge, 8 percent; Oldsmobile, 7.5 percent; DeSoto, 5.5 percent; Pontiac, 5 percent; Chrysler, 4.5 percent; Packard, 3 percent; Hudson, 2.5 percent; Studebaker, 2.5 percent; Cadillac, 2 percent; Mercury, 1.5 percent, and Nash, 1.5 percent.

Tide Water Oil Opens Terminal Near Scranton

NEW YORK. — Tide Water Associated Oil Co. has begun operation of its new distributing terminal located on the Buckeye Products Pipe Line at Dupont, Pa., near Scranton.

Storage facilities total 121,000 barrels at the Dupont terminal, which is also equipped with truck-loading facilities for serving a wide area.

Indian Dealer Visits Studebaker—

M. R. Rungta (second from left), treasurer of Hindustan Motors of Calcutta, India, observes operations in Studebaker's South Bend plant. His firm assembles and distributes Studebaker cars and trucks in India. Shown (from left) are B. B. Harvey, supervisor of export shipping; C. R. Weaver, assistant to R. A. Hutchinson, export vice-president, and N. C. Schwanz, of the export division.

Service Finance Plan Used By 25,000, C-A-S Says

MONTICELLO, Ill. — The Certified Automotive Service plan, whereby motorists pay for car repairs and parts on the installment plan, has been extended to 25,000 dealers in 250 cities, according to Robert F. Grubb, C-A-S general manager.

Addressing the firm's board of directors here, Grubb added that 2,500 jobbers are employing the plan and that considerable organizing is taking place in the east and midwest.

He said a drive currently is underway in Columbus, Minneapolis, Springfield, Ill., and St. Louis.

Marcus A. Brown of Aetna Finance Co. said the C-A-S plan was the best business-builder ever made available to small loan companies doing a merchant referral type of business.

He declared that Aetna has allocated its complete promotion budget to the C-A-S plan and that his firm is assisting in the organization of C-A-S groups in cities where Aetna has offices.

At the meeting, plans were discussed for advertising in national magazines in 1955. Also, local newspaper, radio, television, and bill board advertising materials were displayed.

It was announced that C-A-S, Inc., will maintain booths at the Auto Service Industries show, the Motor & Equipment Wholesalers Assn. convention and the National Standard Parts Assn. convention.

The directors adopted an official monthly report to be filled out by each finance company working with C-A-S and sent to the national C-A-S headquarters in Champaign, Ill.

The reports will provide information on loan applications, loans processed or rejected and other data, permitting local groups to compare their practices and results with other groups.

George W. Young, president, announced that the C-A-S trademark is now registered with the U. S. Patent Office and that it soon will be registered in Canada.

Current Prices on New Cars

The following advertised - delivered prices include the retail list price suggested by the factory, provision for Federal taxes, and suggested delivery and handling charges. They do not cover transportation costs, state and local taxes, optional equipment or any other charges that may be passed on to the retail buyer.

BUICK—Special — 4-dr. sed., $2,291.32; 2-dr. sed., $2,232.88; hardtop cpe., $2,332.43; conv., $2,590.17; 4-dr. stat. wag., $2,974. **Century** — 4-dr. sed., $2,548.17; hardtop cpe., $2,600.56; conv., $2,991; 4-dr. stat. wag., $3,175. **Super**—4-dr. sed., $2,876.17; hardtop cpe., $2,830.56; conv., $3,224.59. **Roadmaster** — 4-dr. sed., $3,349.36; hardtop cpe., $3,453.05; conv., $3,551.56. (Dynaflow standard on Roadmaster, optional at $192.50 on other models.)

CADILLAC—Series 62—4-dr. sed., $3,976.70; cl. cpe., $3,881.77; hardtop cpe., $4,305.01; conv., $4,448.31. **Series 60 Special**—4-dr. sed., $4,728.32. **Series 75**—8-pass. sed., $6,186.78; lim., $6,402.17. **Eldorado** — Conv., $6,285.96. (Hydra-Matic standard on all models.)

CHEVROLET — (Prices are for 6-cyl. models; for V-8, add $99)—**One-Fifty**—4-dr. sed., $1,728; 2-dr. sed., $1,685; utility sed., $1,593; 2-dr. stat. wag., $2,030. **Two-Ten**—4-dr. sed., $1,819; 2-dr. sed., $1,775; cl. cpe., $1,835; 2-dr. stat. wag., $2,079; 4-dr. stat. wag., $2,127. **Bel Air**—4-dr. sed., $1,932; 2-dr. sed., $1,888; hardtop cpe., $2,067; conv., $2,206; 4-dr. stat. wag., $2,202. **Corvette**—conv., $2,799 plus extras. (Powerglide optional at $178.35.)

CHRYSLER—Windsor Deluxe—4-dr. sed., $2,660.25; Nassau hardtop cpe., $2,703.25; Newport hardtop cpe., $2,818.25; conv., $3,090.25. **New Yorker Deluxe**—4-dr. sed., $3,494.25; Newport hardtop cpe., $3,652.25; St. Regis hardtop cpe., $3,689.75; conv., $3,924.25. (PowerFlite standard on New Yorker Deluxe, optional at $189 on Windsor Deluxe.)

DeSOTO—Fire Dome—4-dr. sed., $2,497.75; special hardtop cpe., $2,540.75; Sportsman hardtop cpe., $2,653.75; conv., $2,823.75. **Firedite**— 4-dr. sed., $2,726.75; Sportsman hardtop cpe., $2,938.75; conv., $3,150.75. (PowerFlite optional at $189.)

DODGE—Coronet 6—4-dr. sed., $2,092.75; 2-dr. sed., $2,013. **Coronet V-8**—4-dr. sed., $2,196; hardtop cpe., $2,281; **Royal V-8**—4-dr. sed., $2,310; hardtop cpe., $2,395. **Custom Royal V-8**—4-dr. sed., $2,472.50; hardtop cpe., $2,542.50; conv., $2,748. (PowerFlite optional at $178.30.)

FORD—(Prices are for 6-cyl. models; for V-8, add $99.98) — **Mainline** — 4-dr. sed., $1,753.24; 2-dr. sed., $1,707.02; bus. sed., $1,605.97. **Customline**—4-dr. sed., $1,844.66; 2-dr. sed., $1,800.55. **Fairlane**—4-dr. sed., $1,959.77; 2-dr. sed., $1,913.57; Victoria hardtop, $2,094.74; Crown Victoria cl. cpe., $2,202.04; Crown Victoria glasstop, $2,271.53; conv., $2,204.09. **Station Wagons**—2-dr. 2-seat Ranch Wagon, $2,043.07; 2-dr. 2-seat Custom Ranch Wagon, $2,108.64; 4-dr. 2-seat Country Sedan, $2,156.14; 4-dr. 3-seat Country Sedan, $2,287.32; 4-dr. 3-seat Country Squire, $2,391.59. **Thunderbird** — Hardtop, $2,944; conv., $3,019.30; combination hardtop-conv., $3,234.30. (Fordomatic optional at $178.20 on conventional models, $215 on Thunderbird.)

HENRY J — Corsair Four — 2-dr. sed., $1,404. **Corsair Deluxe Six** — 2-dr. sed., $1,566.18.

HUDSON—Jet—4-dr. sed., $1,858; 2-dr. sed., $1,621; 2-dr. utility, $1,836.75. **Super Jet** — 4-dr. sed., $1,954; 2-dr. sed., $1,932.75. **Jet-Liner** — 4-dr. sed., $2,056.60; 2-dr. sed., $2,045.85. **Wasp** — 4-dr. sed., $2,256.11; 2-dr. sed., $2,209.43; cl. cpe., $2,256.11. **Super Wasp** — 4-dr. sed., $2,465.84; 2-dr. sed., $2,413.28; cl. cpe., $2,465.84; Hollywood, $2,704; convt, $3,004.20. **Hornet Special** — 4-dr. sed., $2,619; 2-dr. sed., $2,570.60; cl. cpe., $2,619. **Hornet** — 4-dr. sed., $2,768.86; cl. cpe., $2,741.99; Hollywood, $2,987.75; conv., $3,287.70. (Hydra-Matic optional at $178.03 on all models in Jet category. Borg-Warner automatic transmission optional at $178.03 on all other models.)

IMPERIAL — **Custom** — 4-dr. sed., $4,483.25; hardtop cpe., $4,719.75. (PowerFlite standard.)

KAISER — **Special** — 4-dr. sed., $2,389; 2-dr. sed., $2,334. **Manhattan**—4-dr. sed., $2,670; 2-dr. sed., $2,617. **Darrin 161** — conv., $3,668. (Hydra-Matic optional at $178.20 on all models except Darrin, which carries overdrive as standard equipment.)

METROPOLITAN—Hardtop, $1,445; conv., $1,469 (both prices at coastal ports of entry.)

NASH—Statesman Super — 4-dr. sed., $2,163; 2-dr. sed., $2,115. **Statesman Custom** — 4-dr. sed., $2,337; hardtop, $2,438. **Ambassador Super**—4-dr. sed., $2,422; 2-dr. sed., $2,370. **Ambassador Custom** — 4-dr. sed., $2,605; hardtop, $2,740. **Nash-Healey** — LeMans hardtop, $5,128.05 (at coastal ports). (Hydra-Matic optional at $178.55; not available on Nash-Healey, which is equipped with overdrive.)

OLDSMOBILE — **Series 88** — 4-dr. sed., $2,362.09; 2-dr. sed., $2,296.62; hardtop cpe., $2,474. **Super 88**—4-dr. sed., $2,502.71; 2-dr. sed., $2,436.25; hardtop cpe., $2,714.39; conv., $2,893.59. **Series 98**—4-dr. sed., $2,832.82; hardtop cpe., $3,068.75; conv., $3,275.84. (Hydra-Matic optional at $178.35.)

PACKARD—Clipper Special—2-dr. sed., $2,544. **Clipper Deluxe**—4-dr. sed., $2,695; 2-dr. sed., $2,645; Sportster cpe., $2,830. **Clipper Super** — 4-dr. sed., $2,815; 2-dr. sed., $2,765; Panama hardtop, $3,125. **Packard** — Cavalier 4-dr. sed., $3,344; Patrician 4-dr. sed., $3,890; Pacific hardtop, $3,827; conv., $3,935; Caribbean conv., $6,100; 8-pass. sed., $5,610; lim., $5,960. (Ultramatic standard in Patrician, Pacific, convertible and Caribbean; optional at $199 on other models.)

PLYMOUTH—Plaza 6—4-dr. sed., $1,780.50; 2-dr. sed., $1,737.50; bus. cpe., $1,638.50. **Plaza V-8**—4-dr. sed., $1,884; 2-dr. sed., $1,841. **Savoy 6**—4-dr. sed., $1,879.50; 2-dr. sed., $1,836.50. **Savoy V-8**—4-dr. sed., $1,983; 2-dr. sed., $1,940. **Belvedere 6**—4-dr. sed., $1,978.50; 2-dr. sed., $1,935.50; hardtop cpe., $2,113. **Belvedere V-8**—4-dr. sed., $2,082; 2-dr. sed., $2,039; hardtop cpe., $2,216.50; conv., $2,351. (PowerFlite optional at $178.30.)

PONTIAC — Chieftain 860 — 4-dr. sed., $2,163.62; 2-dr. sed., $2,105.45; 2-dr. stat. wag., $2,434; 4-dr. stat. wag., $2,515. **Chieftain 870**—4-dr. sed., $2,267.51; 2-dr. sed., $2,209.32; Catalina, $2,334.99; 4-dr. stat. wag., $2,603. **Star Chief Deluxe**—4-dr. sed., $2,362; conv., $2,691. **Star Chief Custom**—4-dr. sed., $2,455; Catalina, $2,499. (Hydra-Matic optional at $178.35.)

WILLYS—Lark—4-dr. sed., $1,823; 2-dr. sed., $1,737. **Ace**—4-dr. sed., $1,968; 2-dr. sed., $1,892. **Ace Deluxe**—4-dr. sed., $2,023; 2-dr. sed., $1,947. **Eagle** — Hardtop, $2,167; Deluxe hardtop, $2,222; Custom hardtop, $2,411. **Station Wagon**—Deluxe 6-cyl., $1,973.09. (Hydra-Matic optional at $178.55 on all models except Larks.)

ROBERT McCARTHY and his partner, PHIL CONTANT, own and operate PRIOR MOTOR SALES, Chicago, Ill. They merchandise 300 cars per month from three lots.

"We have been using DYER AUTO AUCTION PRICE GUIDE in our business from the time we started. It takes all the guess work out of trading."

Says Bob.

DYER AUTO AUCTION

300 Car Sale Every Friday

On Route U. S. 30 at Ind. & Ill. State Line

Phones—Dyer, Ind. 2361 and 4051

Checks and Titles Guaranteed by Dyer Auto Auction and Insured.
Dyer Auto Auction Price List and Ten State Report $12.50 per year.

Where Dealers have bought and sold
with confidence for eight years.

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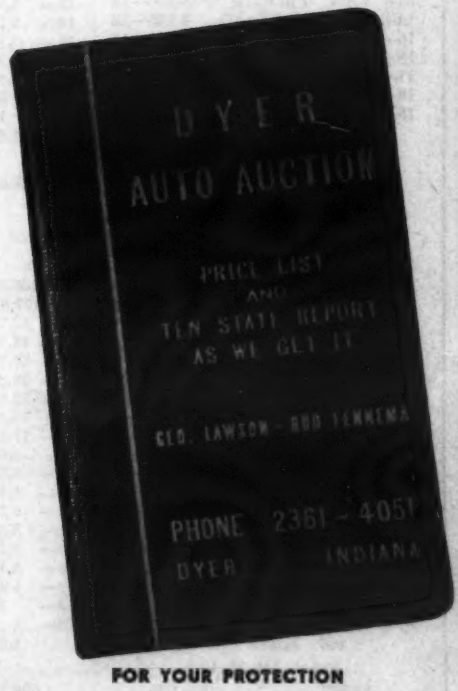

FOR YOUR PROTECTION

Situation in Hand, Dealers Say . . .

Bootleggers Trying For Comeback in '55

(Continued from Page 40)

going into legitimate channels.—(George E. Toles.)

* * *

New York City

FACTORIES have not been able to rid their fleet lists of phony leasing companies, although the use of forged orders on the blanks of legitimate accounts has not been widely noted.

Dealers have found, however, that as soon as one phony fleet is struck from the factory list, another one arises in another section to raise doubts as to accredibility.

One dealer said he had been recently approached by a buyer he suspected of having forged a fleet order. He refused to deal, he said, because he conducts fleet business only with buyers he knows personally.—(Ed Brown.)

* * *

Minneapolis

GENERALLY, bootlegging is not a serious problem in Minneapolis.

Fleet accounts are being checked carefully to see that they do not buy in excess of "normal" requirements, and fleets who sell to used-car jockeys are removed from the list.

A favorite dodge to obtain cars for the bootleg market is to send shoppers to small towns with a clunker to trade in.

The shoppers buy as cheaply as possible, and pay particular attention to dealers who are eager to dispose of new cars.—(Donald M. Lyons.)

* * *

General

IN GENERAL reports from other areas indicate that 1955 models will be in short supply for several months.

Many observers speculate that only a trickle of new models will reach the bootleg market, except under unusual circumstances, since new-car dealers are getting near list price for the 1955 models.

This leaves little inducement for bootlegging, and little margin on which the used-car dealers can operate.

In addition, the reduction in freight charges for distant areas—the West Coast and Southwest, in particular—is expected not only to help the retail market in those areas but also to curtail one of the factors that has encouraged bootlegging.

High '55 Demand Seen Curtailing Bootleg Supply

(Continued from Page 1)

that they can't be duped into supplying bootleg cars. In cases where dealers are supplying cars, they say, the dealer knows what he is doing and is operating in collusion with the bootleg buyer.

Association officials say the smart dealer realizes that if he bootlegs he is only hurting himself.

* * *

DEALERS in recent weeks, confronted by new cars on used-car lots, have redoubled efforts to track down the source of such cars and to press the factories involved to deal with the offenders.

The fleet system of obtaining cars for the illicit market has been overworked, dealers say, and is being held in check. Dealers are tightening up all along the line in validating such orders.

Careful dealers refuse to accept fleet orders unless they personally know the buyer and know that the cars will be put to legitimate fleet use. Each order also is being checked with the intended user before delivery when the purchasing is handled by an agent.

Cleveland Dealers Stage Airlift for Press—

Giving press and radio representatives of the Cleveland area an opportunity to inspect and test 1955 models on a little-used runway, the city's Oldsmobile dealers transported them by air to Hopkins Airport. A helicopter is shown landing with Harry Linge, automotive editor of the Cleveland *Plain Dealer*.

Winter Driving Tips

Ford Engineers Advise Drivers to Carry Sand, Cardboard, Wiper-Blade

DEARBORN.—Ford Motor Co.'s engineering staff has issued a list of suggestions to help motorists in the winter.

For instance, a bag of sand in the car trunk for sprinkling under the rear wheels for traction may mean the difference between a freezing night in a roadside ditch and one's own cozy fireside.

A couple of cardboards will come in handy for motorists who park their cars in the open. The cardboards, if tucked under the windshield wipers, will insure clear glass against freezing rain or snow when motorists are ready to drive.

An old windshield wiper blade kept in the glove compartment also is useful when moisture causes fogging on the inside of the car. The blade will keep the glass clear longer than if the driver uses the palm of his hand.

One precautionary word is offered about batteries on sub-freezing days. Ford engineers warn against adding water unless the driver plans to go farther than just a few blocks afterwards. Until the water mixes thoroughly with the battery acid, it may freeze and damage the battery.

A good trick to use to thaw a frozen door lock is to hold a lighted match or the flame of a cigaret lighter to the car key and then insert the heated key into the lock.

Ford engineers say that if a motorist is caught in a sudden cold snap without sufficient antifreeze, he can save his radiator—and all the troubles that go with frozen coolant—by slipping a large cardboard or a flattened paper shopping bag in front of the radiator until he reaches his auto dealer for service.

If the sharp drop in the thermometer is due overnight, Ford engineers say, the car owner can guard against a frozen radiator by hanging a lighted electric bulb under the hood of the car in his garage and draping a blanket over the radiator.

Dealer Offers GIs Break on Credit

Special Plan Set Up By Mass. Retailer

CAMBRIDGE, Mass. — "First-class financing for our first-class citizens" is the slogan of Seymour Chevrolet, Inc., Central Square, which is implementing this idea with another "first" in auto financing.

Lawrence C. McNeil, vice-president and general manager of Seymour, New England's largest Chevrolet dealership, reports great success in the firm's special arrangements whereby all enlisted servicemen and women of the first three grades and officers, whether stationed anywhere in the U. S. or in Europe, as well as civilian employes of the Army, Navy and Air Force, may purchase new or used cars through a special time payment plan at bank rates, especially tailored to their needs.

Dismayed at the prevalent conditions of subjecting these personnel to "wildcat financing schemes," McNeil felt that our servicemen and women should no longer be denied the normal financial privileges available to private citizens."

Realizing these conditions, Seymour has launched what McNeil considers "one of the most forward steps in automobile financing offered in recent years."

All a serviceman or woman need do to purchase a new car is to present a one-third down payment with 36 months maturity, a 30 percent down payment with 30 months maturity or a 25 percent payment with 24 months maturity. Used cars may be similarly financed with a 24-month maturity limit.

An added and especially attractive feature of this bank plan is that these persons also may purchase cars for overseas use—in these cases a one-third down payment is required with a 24-month maturity limit. Full insurance coverage is available in all these plans.

A statement issued by Seymour says: "Fully believing that our servicemen and women are entitled to such co-operation from automobile dealers, Seymour Chevrolet Sales, Inc., whose long-range merchandising plan calls for the sale of 3,600 new cars and 4,500 used cars this year, is happy to cooperate in this manner with our military personnel, enabling them to purchase new or used automobiles on the same basis as civilians, at bank rates."

The plan, advertised in general terms in Boston and Cambridge newspapers, has brought thousands of inquiries from throughout New England from servicemen and women and is winning wide acceptance.

McNeil sees it as a great boost to morale of servicemen and women and believes that it will be adopted throughout the nation by other dealers who are sick and tired of having our first-class citizens given "the run-around" by too many restrictions which other citizens do not face.

Monthly Scorecard on New-Car Sales

JANUARY

1954 Pos.	Make	1953 Pos.
1—82,233	Chev.	69,933— 2
2—81,413	Ford	76,617— 1
3—33,362	Plym.	47,002— 3
4—24,655	Pontiac	26,845— 4
5—23,860	Mercury	19,831— 7
6—23,679	Buick	26,102— 5
7—13,777	Olds.	18,798— 8
8—11,583	Dodge	21,604— 6
9— 9,033	Chrysler	11,702—11
10— 7,884	Stude.	11,704—10
11— 6,964	DeSoto	9,356—12
12— 5,784	Nash	12,763— 9
13— 4,094	Packard	6,450—14
14— 3,219	Cadillac	8,118—13
15— 2,941	Hudson	5,316—15
16— 2,669	Lincoln	2,929—17
17— 1,404	Willys	4,416—16
18— 479	Kaiser	2,621—18
19— 160	Henry J	1,302—19
1,595	Misc.	2,812
Total All Makes		
340,788		386,221

FEBRUARY

1954 Pos.	Make	1953 Pos.
1— 91,789	Ford	69,922— 2
2— 89,390	Chevrolet	89,831— 1
3— 33,292	Buick	34,680— 4
4— 29,318	Plym.	41,235— 3
5— 25,292	Pontiac	26,163— 5
6— 23,062	Mercury	17,745— 8
7— 20,808	Olds.	23,722— 6
8— 10,976	Dodge	20,638— 7
9— 8,471	Chrysler	11,076—10
10— 7,045	Stude.	7,514—13
11— 6,409	Cadillac	8,583—11
12— 6,046	DeSoto	8,344—12
13— 5,502	Nash	12,588— 9
14— 3,718	Packard	6,654—14
15— 2,750	Lincoln	2,507—17
16— 2,221	Hudson	4,700—15
17— 1,325	Willys	4,483—16
18— 469	Kaiser	2,211—18
19— 119	Henry J	1,144—19
1,590	Misc.	2,878
Total All Makes		
369,592		396,558

MARCH

1954 Pos.	Make	1953 Pos.
1—115,607	Ford	81,076— 2
2—115,070	Chev.	116,786— 1
3— 47,972	Buick	41,422— 4
4— 35,037	Olds.	28,751— 6
5— 34,362	Plym.	47,768— 3
6— 32,126	Pontiac	33,210— 5
7— 27,165	Mercury	21,557— 8
8— 13,673	Dodge	25,717— 7
9— 10,545	Cadillac	9,940—13
10— 10,179	Chrysler	13,600—10
11— 8,319	Stude.	11,822—11
12— 7,440	Nash	16,005— 9
13— 7,039	DeSoto	10,062—12
14— 4,954	Packard	7,943—14
15— 3,525	Lincoln	2,510—18
16— 2,703	Hudson	6,160—15
17— 1,573	Willys	5,075—16
18— 814	Kaiser	2,659—17
19— 135	Henry J	1,280—19
1,993	Misc.	3,025
Total All Makes		
480,731		486,368

APRIL

1954 Pos.	Make	1953 Pos.
1—126,255	Chev.	126,378— 1
2—121,475	Ford	85,273— 2
3— 50,359	Buick	43,465— 4
4— 38,643	Olds.	30,278— 7
5— 37,926	Plym.	53,920— 3
6— 32,560	Pontiac	36,549— 5
7— 25,603	Mercury	21,250— 8
8— 14,148	Dodge	30,524— 6
9— 11,169	Cadillac	9,770—13
10— 9,794	Chrysler	15,099—11
11— 8,968	Stude.	16,614— 9
12— 8,282	Nash	16,077—10
13— 7,398	DeSoto	11,496—12
14— 3,741	Packard	8,057—14
15— 3,589	Lincoln	4,011—17
16— 2,779	Hudson	7,491—15
17— 1,670	Willys	4,918—16
18— 1,153	Kaiser	2,731—18
19— 123	Henry J	1,201—19
2,467	Misc.	3,176
Total All Makes		
508,102		528,278

MAY

1954 Pos.	Make	1953 Pos.
1—132,966	Chev.	129,764— 1
2—127,523	Ford	90,112— 2
3— 51,534	Buick	43,549— 4
4— 42,626	Olds.	31,690— 6
5— 38,184	Plym.	54,207— 3
6— 32,872	Pontiac	38,314— 5
7— 24,794	Mercury	21,317— 8
8— 13,886	Dodge	30,249— 7
9— 10,735	Cadillac	9,726—13
10— 9,288	Chrysler	14,771—11
11— 7,929	Nash	15,076—10
12— 7,582	Stude.	19,318— 9
13— 6,490	DeSoto	11,620—12
14— 3,460	Lincoln	4,596—16
15— 3,065	Packard	7,725—14
16— 2,729	Hudson	7,541—15
17— 1,814	Willys	4,521—17
18— 988	Kaiser	2,559—18
19— 87	Henry J	1,000—19
2,406	Misc.	2,920
Total All Makes		
520,958		540,575

JUNE

1954 Pos.	Make	1953 Pos.
1—168,804	Ford	72,500— 2
2—152,028	Chevrolet	137,390— 1
3— 52,753	Buick	47,526— 4
4— 44,234	Olds.	35,092— 6
5— 42,776	Plymouth	58,405— 3
6— 33,883	Pontiac	42,360— 5
7— 27,972	Mercury	17,768— 8
8— 14,114	Dodge	31,651— 7
9— 11,650	Cadillac	10,324—13
10— 8,805	Nash	14,031—11
11— 8,728	Chrysler	15,307—10
12— 8,170	Stude.	17,079— 9
13— 6,701	DeSoto	11,717—12
14— 3,812	Lincoln	5,010—16
15— 3,713	Hudson	7,348—15
16— 3,105	Packard	7,710—14
17— 1,914	Willys	3,942—17
18— 891	Kaiser	2,657—18
19— 97	Henry J	1,142—19
2,603	Misc.	3,234
Total All Makes		
596,753		542,193

JULY

1954 Pos.	Make	1953 Pos.
1—119,544	Chev.	128,040— 1
2—109,893	Ford	99,173— 2
3— 47,051	Buick	43,194— 4
4— 40,426	Olds.	32,923— 6
5— 37,791	Plym.	54,854— 3
6— 27,221	Pontiac	39,352— 5
7— 24,910	Merc.	22,270— 8
8— 12,447	Dodge	26,856— 7
9— 10,233	Cadillac	9,752—13
10— 8,463	Stude.	13,450—10
11— 7,738	Chrysler	14,321— 9
12— 7,599	Nash	12,178—11
13— 5,958	DeSoto	11,185—12
14— 4,276	Hudson	6,236—15
15— 3,031	Lincoln	4,435—16
16— 2,691	Packard	6,470—14
17— 1,679	Willys	3,140—17
18— 759	Kaiser	2,067—18
19— 71	Henry J	1,173—19
2,535	Misc.	2,699
Total All Makes		
474,316		533,783

AUGUST

1954 Pos.	Make	1953 Pos.
1—110,613	Chev.	117,175— 1
2—109,408	Ford	106,859— 2
3— 45,549	Buick	39,070— 4
4— 37,665	Olds.	28,475— 6
5— 27,296	Pontiac	35,039— 5
6— 27,172	Plym.	49,218— 3
7— 21,062	Merc.	26,515— 7
8— 11,262	Dodge	21,988— 8
9— 9,755	Cadillac	8,429—13
10— 7,901	Stude.	14,817— 9
11— 6,817	Nash	10,092—12
12— 6,435	Chrysler	12,629—10
13— 5,448	DeSoto	10,162—11
14— 2,998	Hudson	5,017—15
15— 2,980	Packard	5,110—14
16— 2,747	Lincoln	3,986—16
17— 1,757	Willys	2,960—17
18— 877	Kaiser	1,630—18
19— 147	Henry J	955—19
2,423	Misc.	2,304
Total All Makes		
440,312		502,430

SEPTEMBER

1954 Pos.	Make	1953 Pos.
1—107,849	Ford	106,424— 2
2—105,816	Chev.	112,356— 1
3— 41,657	Buick	35,062— 4
4— 34,130	Olds.	18,282— 8
5— 24,544	Pontiac	25,629— 6
6— 19,136	Plymouth	46,074— 3
7— 17,898	Merc.	28,617— 5
8— 10,463	Dodge	19,174— 7
9— 9,237	Cadillac	3,086—15
10— 6,795	Nash	7,377—12
11— 6,285	Stude.	13,944— 9
12— 5,753	Chrysler	10,926—10
13— 5,100	DeSoto	9,538—11
14— 3,173	Packard	4,458—13
15— 3,070	Lincoln	2,862—16
16— 2,585	Hudson	3,630—14
17— 1,193	Willys	2,493—17
18— 714	Kaiser	1,181—18
19— 105	Henry J	529—19
2,341	Misc.	2,164
Total All Makes		
407,844		453,806

Dealer Minimizes Bootlegging, Price Wars . . .

'Set Goal and Policy—Then Sell'

By L. H. Houck
Staff Correspondent

SPRINGFIELD, Mo. — Bootlegging, price wars and giveaway programs have overshadowed some of the other real problems of the conscientious middle-price dealer, according to M. Jess, owner of M. Jess Auto Shops (Studebaker), a firm which traces its beginnings 79 years back.

"So much smoke and some fire tends to make the dealer lose sight of true and tried objectives which prevail through all time," said Jess.

"No dealer can compete with the same methods and on the same terms with dealers and factories who are bent on pushing out more cars than the community can absorb in a normal manner.

"When such dealers sell more cars than is represented by their normal volume plus reasonable growth, then they must get their customers from other dealers by overallowance, little or no downpayments and built-in rapid-fire repossessions," Jess declared.

"There always has been a true saying in the automobile business that the bad deals make the repossessions, and price wars magnify and enlarge the circle of bad deals and dissatisfied customers."

But as long as dealers occupy their time and energy talking about price wars and bootlegging, they are not devoting enough time to our other problems, which are many and varied, he said.

Jess outlined some of the problems facing the dealer which he feels should have the attention of all other dealers, national and state associations and other experts in the automobile field.

One of them he considers important is to know how big a dealer wants to be and what his maximum expectations are, based on an intelligent study of his own city and market.

"Too many dealers," Jess said, "want to do a Kansas City volume in Hickory Corners and make a profit besides."

If more study were given to reasonable potentials, Jess said, there would be fewer dealers loaded down with chrome and glass palaces too large and too expensive for their volume. Such dealers, Jess said, are like some people who live beyond their means and try to keep up with the Jones family.

Having set a goal for volume and size based on the sales potential and the local economic possibilities, other problems loom that are in need of study.

Most important, according to Jess, is a business policy that reflects what the management is trying to do. It will make sales for a dealer when overallowances and fantastic discounts fail. Such a policy must be based on truthfulness under all conditions. This policy should promote fairness to all concerned in every deal whether it is the top-priced car or the sale of a battery.

A dealer should have the courage and the desire to avoid deals which do not promote goodwill and better friendships, and every deal should be carefully examined while at the conference table or the closing desk to see if it will benefit all concerned, he said.

Established on this basis with such a policy only leads to other problems which need the attention of the industry and which have not been solved.

Most of these problems involve the selection and training of personnel to carry out the owner's policies.

The key men in any dealership, according to Jess, are the foreman of the shop, the sales manager and the service manager. All of these men should be salesmen, Jess said.

"Salesmen who have enthusiasm for selling are hard to find," Jess said. "Real salesmen are sometimes called natural salesmen because they sell all the time instead of from 8 to 4 daytimes only. Such men with enthusiasm for selling their product, with which they are thoroughly familiar, can hardly help selling, and the completed deal after hours at night or on Sunday works no hardship.

"Selling is one job that does not permit divided interests. Many salesmen today tell customers that they can't see them on a certain night because that's the night to bowl and are not willing to regulate their own affairs to suit the times when the customer can talk.

"On the other hand a real salesman will make a call at night to finish up the sale of a new car, lose the sale because company policy can't lower the terms and stretch the time, and then come in with an order for an overhaul or a paint job. Most salesmen feel they must call for help before they can complete some of their deals. It doesn't take a salesman to make an overallowance and write up a new-car sale on the buyer's own terms."

The function of the service manager should be clearly outlined and that outline may not conform to the popular conception of the modern service manager who often operates best by scaring the customer into a new set of brakes, tie-rod ends or what have you, according to Jess.

"Too many service managers operate like kings who take charge of a customer and his car like the customer was a moron and the car was on the verge of collapse," Jess said. "In his urge to create volume such a service manager may create the impression in the customer's mind that the car he has bought whether new or used, needed an overhaul just before he bought it.

"Certainly he must recommend proper service and repairs but a real service manager that produces the kind of business that stays with a dealer through thick and thin, lets the customer make the decisions. If a customer comes in for a minor adjustment he can easily be informed of work that might be needed in the future.

"The service manager can approach the problem of brakes, for instance, in this manner: 'You now have so many thousand miles on your brakes. We'll examine the lining. While this car is particularly easy on brakes and I know that you are not one to ride them, they eventually wear out. The most economical time to replace them is before they get too thin, so it's something you'll want to be thinking about in a couple of months or so'."

That customer, Jess continued, has been given something to think about and something which he will plan to work in with his financial situation.

Lots of car owners are afraid of service managers because they expect to be sold a bill of goods which they may need but are not ready to buy at that moment. The good service manager will sell service and keep the customer happy and confident that he is in safe hands, he said.

The shop foreman can do much to make profits for a dealership and keep his men happy, according to Jess.

"The ideal shop foreman is one who can space the work to keep his men busy without pushing or rushing," Jess said, "and simple as the problem seems to be, few have solved it. You have only to look at the service volume and manpower of various deals to learn that it can be solved. Some deals do twice the volume with half the manpower that some others do and the men are not rushed either.

"Competent mechanics like their jobs and prefer a steady flow of work, but faulty supervision can slow the whole works down by taking a man off a job on which he is doing a careful painstaking job that will keep customers happy, to do a rush job which should not be a rush job.

"Work has to be delivered as promised. Too many service managers and foremen fill up the mornings and one hour in the afternoon and then find nothing to do for the last two hours of the day."

This is a constant problem in all shops, Jess continued, and various means of pacing the work have been tried, from electric service boards to expeditors, but in the final analysis, the morning calls should be allotted to the last hours of the day instead of the first and the morning hours filled up with the rush emergency calls.

"One extra-successful dealer I know uses only a certain number of mechanics whether volume is up or down," Jess said. "When he has more work than they can handle he spaces it into the next days, informing the customer that his shop is working at capacity and rather than add to the force and take the chance of having mistakes made by new men, he knows the customer would prefer to have the regular mechanics do the job even if it means a wait of a day or two.

"Plenty of work and loyalty of the dealer in keeping a heavy work flow to mechanics increases their value to the company, their earning capacity and the security of their job."

Jess said that the financing plan for the dealership should take the owner to full ownership in a reasonable time, which means conventional downpayments and terms, and prevents overloading a customer.

Jess said the used-car policy should be such that it will win friends and not make enemies. Each satisfied customer will send in his friends and from these used-car buyers many new-car buyers can be developed. Every sale to a resident gives the dealer an opportunity to sell himself and his service and keep the customer coming back for his needs.

Jess has a lot in common with Studebaker. The business was established in 1875 by his father, who started a blacksmith shop and then built buggies.

The first auto handled was Cartercar, of which the firm sold two before discontinuing the line. M. Jess, the son and present owner, has been a Studebaker dealer for 10 years.

One of the departments that has been in existence since the beginning of the modern automobile is the wreck-rebuilding department, and this brings up an interesting method of selling wreck service.

Each wreck brought in is photographed before and after and the customer is given a folder with both of these photographs, which he can carry in his billfold. The result is that the customer is ever ready to show his friends these pictures and recount the details and it makes a good advertisement, Jess said.

"It's the second and third sale that counts most," Jess said, "whether it's a wreck, a service job or a new car."

Fair Trade

Makers Who Police Prices Said Securing Future

NEW YORK.—National brand manufacturers who enforce their fair-trade policies right down to the dealer level are building sound trade relations for the future, it was concluded at a meeting of the National Advisory Committee of the Bureau of Education on Fair Trade.

Trade association executives participated in a round-table discussion which revealed that more and more retailers are featuring the national brands of manufacturers who honor their fair-trade contracts.

"Businessmen over the country who recognize that fair trade plays a vital role in our brand-name economy must speak up for fair trade to counteract the distortions spread by the shrill handful who oppose fair trade," said Maurice Mermey, bureau director.

Detroit Court Kills Tax Indictment

DETROIT.—Charges of income-tax evasion against two Highland Park (Mich)., auto dealers were dismissed last week by Federal Judge Theodore Levin.

The dealers were Louis V. Thompson and his partner, Leo J. Golcar, who operate Carson Auto Sales (Buick). They had been accused of failing to report $98,774 in income for 1946-47 and failing to pay $81,571 in taxes.

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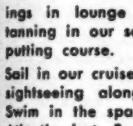

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22

Volkswagen Keeps '54 Lead . . .

18,093 Foreign Cars Sold in 9 Months

By Ed Brown
Staff Correspondent

NEW YORK.—September foreign-car registrations totaled 2,085, compared with 2,103 in the same 1953 month, a decline of only 0.8 percent.

Sales in the first nine months amounted to 18,093, while the same period of 1953 witnessed 23,237 sales.

Volkswagen maintained the lead it assumed last May, registering 489 vehicles for September's first-place position. That was a drop from the 614 registered in August, but it was sufficient to assure Volkswagen first place for the year. September sales were some 300 percent ahead of September, 1953. Market penetration for the month was 23.5 percent.

Volkswagen also took first place in the first nine months of the year, with 3,487 registrations at 19.3 percent of the market. That was more than 400 percent ahead of its 1953 figure for the like period.

MG moved up from third place in August to second place in September, with the sale of 275 vehicles for a 13.2 percent market penetration. That compares with its first-place position in September, 1953, at 462 units sold for 22 percent of the market. MG is in third place for the year with 2,501 registrations and 13.8 percent of the market. In '53 the same period witnessed MG in first place with 5,574 sales and 24 percent of the market.

Third place in September went to Jaguar, which slipped from its second-place position of August. September sales totaled 254 for 12.2 percent of the market. It hung onto second place in the yearly total with 2,747 registrations for 15.2 percent of the market. In 1953, Jaguar was in third place in both monthly and year-to-date figures with 270 and 3,104, respectively.

Austin-Healy, a new entrant in the foreign-car field this year which has performed the amazing stunt of stepping into the top five, again remained in fourth place in September with 207 sales for 9.9 percent of the market. First-nine-month figures show a 9 percent slice of the market with 1,622 registrations, giving it fifth position.

Hillman, which enjoyed second place in September, 1953, as well as the first nine months of 1953, remained in fifth place in September, 1954, with 191 registrations for a total of 9.2 percent of the market. Year-to-date figures indicated fourth place for Hillman with 2,010 registrations, at an 11.1 percent market penetration.

English Ford held onto sixth place in September for 7.8 percent of the market at 162 units, while year-to-date figures also put this automobile in sixth place, with 1,199 units for 6.6 percent of the market.

Triumph placed just behind Ford with 117 registrations for 5.6 percent of the market in September. Austin took eighth place, a one-slot slide since August, with 102 sales for 4.9 percent of the market.

Austin placed seventh in the year-to-date figures, however, with 1,187 registrations for 6.5 percent. Triumph, on the other hand, was in ninth place with 676 sales.

Other August sales were as follows: Morris, 76 registrations for 3.6 percent; Porsche, 51 at 2.4 percent; Sunbeam Talbot, 42 for 2 percent; Mercedes-Benz, 39 at 1.9 percent; Rover, 15 for 0.7 percent; Singer, 12 at 0.6 percent, and miscellaneous, 53 at 2.5 percent.

Other registrations for the first nine months totaled: Morris, 782 at 4.3 percent; Sunbeam Talbot, 411 at 2.3 percent; Porsche, 359 at 2 percent; Mercedes-Benz, 309 at 1.7 percent; Singer, 162 at 0.9 percent; Rover, 156 at 0.9 percent, and miscellaneous, 485 for 2.7 percent.

How They Fared . . .

Imported Cars

Sept., 1954		9 Mos., 1954
1—489	Volkswagen	3,487— 1
2—275	MG	2,501— 3
3—254	Jaguar	2,747— 2
4—207	Austin-Healey	1,622— 5
5—191	Hillman	2,010— 4
6—162	English Ford	1,199— 6
7—117	Triumph	676— 9
8—102	Austin	1,187— 7
9— 76	Morris	782— 8
10— 51	Porsche	359—11
11— 42	Sunbeam Talbot	411—10
12— 39	Mercedes-Benz	309—12
13— 15	Rover	156—14
14— 12	Singer	162—13
15— 53	Miscellaneous	485—15
2,085	Total All Makes	18,093

Austin Cambridge Offered In 6 Models—

The new Austin Cambridge models A40 and A50 are offered in Britain at a price range of $1,282 to $1,422, plus purchase tax. The A40 has a 1,200-cubic-centimeter engine, and the A50, a 1,500-c. c. engine. The line includes two- and four-door family and deluxe saloons. Eleven color schemes are available.

Freed Hits Price Packing

Utah Address Calls for Truthful Publicity; Near-Record Sales Seen for '55

SALT LAKE CITY. — A prediction that auto sales would reach near-record levels in 1955 and that prospects for business are better than in any other peacetime year was made at the 27th annual convention of the Utah Automobile Dealers Assn. last week by Charles C. Freed, president of NADA and himself a Salt Lake City dealer.

However, he warned:

"We must find some way to tell the public what cars should sell for. Prices cause confusion in the mind of the public. Some method should be found to tell the truth on the pricing of cars."

Freed apparently referred to the packing of new-car prices which opens the door to bootleg competition.

He asserted that the business of auto auctions is expected to exceed $2 billion next year and that bootlegging has become a business.

Freed suggested that before submitting any proposed legislation, auto dealers should ask themselves:

1. Is it good for our country?
2. Is it good for our customers?
3. Is it good for us?

Retiring UADA President A. W. Bartlett opened the convention under the theme: "Prepare to Thrive in '55."

Officers elected to head UADA for 1955 were: Neuman C. Petty, Salt Lake City, president; Pete E. Ashton, Provo; Floyd Wilson, Logan, and Neil Boyer, Cedar City, vice-presidents; Harlan H. Starr, Salt Lake City, secretary; Frank B. Streator, Salt Lake City, treasurer; Melvin H. Ballard, Fred A. Carleson, Richard Freed, all of Salt Lake City; Arthur L. Duckett and Clarence Harmon, both of Provo; John S. Hinckley, Ogden; Chris McKinlay, Vernal, and William Thorley, Cedar City, directors.

Referring to present highway systems as "horse and buggy roads in a jet age," Freed said that NADA not only backs President Eisenhower's proposed $50 billion highway program, but also is asking that the amount be increased to $100 billion to be spent over the next 10 years to get highways up to date.

He lauded the national driver training program in which new-car dealers provide nearly $14.6 million worth of equipment each year for training 397,000 high school students.

He stated that manufacturers were aiding the people of the intermountain area by cutting costs of transportation from $60 to $100 per car, partially eliminating the discrimination against the West from freight charges.

Freed's closing statement was, "The future will be tremendously successful. Each dealer should make a decision now to say as individuals, 'I will make a profit this model year.'"

Featured speaker at the luncheon was Horace E. Henderson, director of the junior dealer division of NADA. He spoke of his experiences on a world tour of 47 countries and stated, "I saw the paralysis that sets in when Communism takes over. America has to be strong, vital and positive to survive."

Walter B. Cooper, chairman of NADA's Public Relations committee, said that the auto dealer "accepts a genuine obligation when he sells a new car, an obligation to keep the car running, an obligation which is tied to the welfare of men and their families in any community."

James C. Moore, general counsel for NADA said that the association is working to relieve the motoring public from what he termed "a grossly disproportionate load of the taxes on automobiles" and to prevent any extension of the rate of excise taxes on vehicles.

Auto Firms Expect South to Brighten '55 Sales Picture

ATLANTA. — Two top automotive officials have labeled the South "a bright spot for car manufacturers in 1955."

N. K. VanDerzee, Hudson sales vice-president, and Henry B. Daniels, assistant general sales manager of Lincoln-Mercury, who were here for dealer meetings, predicted the South's expanding economy will produce an upsurge of new-car buying.

VanDerzee, after pointing to the addition of new Hudson dealers, five of them in the Atlanta area alone, declared:

"Georgia's increased industrial development is bringing about a balance between industry and mechanized agriculture which provides a sound foundation for prosperity. This transition is directly related to the auto sales outlook.

"Annual auto sales of more than six million cars will be commonplace in a few years, and sales during 1955 will substantially top this year's figure."

VanDerzee added that finance companies see a car buying boom ahead in 1955 because of the "seductive" products offered the publice in the new models.

Daniels noted that the South and West ranked as the top Lincoln regions in the country, and credited this standing to dealer organizations and higher per capita income gains in these areas.

Daniels said Mercury is shooting for 6 percent of the total new-car market in 1955, and Lincoln hopes to get 1 percent.

The new Continental models which will appear late next year will be sold only through "selected Lincoln dealers" where there appears to be a potential market for this type of car, according to Daniels.

Ordinance Plea in Conn. Tests Sunday Sales Ban

NASHUA, N. H. — (UTPS) — A two-month-old controversy over Sunday auto sales seems to be headed for a showdown.

The Board of Aldermen has received a proposed ordinance which would make it "lawful, on the Lord's Day, to sell or expose for sale motor vehicles or the parts and accessories thereof."

The new move is a test by dealers in Nashua and nearby Hudson of a "blue law" which resulted in court action some time ago against three used-car dealers. The charges were dropped after a hearing before Judge Antoine A. Guertin in Nashua Municipal Court.

The ordinance is sought by Lucien R. St. Onge, president of L S Motor Sales, who petitioned the board to "take appropriate action" allowing him to sell cars on Sunday. The matter was referred to a committee, which was expected to report this week.

Mayor Lester H. Burnham, one of the committee members, told the aldermen that the ancient blue law was outdated and that the proposed ordinance should be approved to rectify injustices to auto dealers.

Some time ago, Police Chief Joseph L. Regan was advised by State Attorney General Louis C. Wyman to take action against dealers who violated the old statute, which prohibits Sunday sales of all merchandise except food, medicine and the "necessities of life."

4 Dealers Gain Montana House; One Voted Out

BILLINGS, Mont. — (UTPS) — Montana auto dealers scored four victories and suffered one setback in the November legislative elections.

Successful dealer-candidates for the lower house were Dean Chaffin (Buick-Chevrolet), of Bozeman, NADA regional vice-president; Casper Nybo (Studebaker), of Missoula; H. H. Haines (Ford), of Terry, and John H. Pierce (Kaiser-Willys), of Billings.

Missing from the 1955 House roster will be Glendive's R. J. Hilger (Chevrolet-Oldsmobile), a vice-president of the Montana Automobile Dealers Assn.

In Billings, John H. Pierce won the House seat from which his father, George R. Pierce, retired after five successive sessions.

In the State Senate, two dealers are serving out holdover terms. They are Charles M. Hatch (Studebaker), of Miles City, and Fred Robinson (Buick), of Malta.

Dalgleish Switches To Olds-Cadillac

DETROIT. — Heretofore the nation's largest-volume Nash dealer, Charles Dalgleish sr., owner of Charlie's Nash here, has purchased Griffith Oldsmobile (Cadillac-Oldsmobile) from David J. Griffith. The firm has been renamed Charlie's Oldsmobile.

Dalgleish, a Nash dealer for 31 years, said that the former Griffith dealership on Grand River Ave. would be the Cadillac outlet and that the former Nash building on Livernois Ave. would be the Oldsmobile outlet.

Dalgleish has been an NADA director since 1952 and is a former president of the Detroit Auto Dealers Assn. Griffith, a former NADA director and veteran dealer, is retiring.

Romney, Fruehauf AOT Directors

NEW YORK. — Manufacturers George Romney and Roy Fruehauf and Buick dealer C. A. Gilbert have been elected directors of the Automobile Old Timers, President Willard F. Rockwell announces.

Romney is president of American Motors; Fruehauf, president of Fruehauf Trailer, and Gilbert, president of Gilbert Buick, St. Louis.

Omnibus Name Changed To The Hertz Corp.

CHICAGO. — The name of The Omnibus Corp. Friday was changed to The Hertz Corp., following sale by Omnibus of its New York City bus properties, placing the company exclusively in the truck and car rental business. The proceeds of the bus sale will be used for the further expansion of the Hertz properties.

Hertz Corp. is the first company engaged exclusively in the vehicle rental business to be held publicly with its securities listed on the major stock exchanges. The corporation has more than 4,000 stockholders and 733,739 shares of stock outstanding.

Bathrick Heads Bank In Fort Lauderdale

FORT LAUDERDALE, Fla. — Donald U. Bathrick, former sales vice-president of Pontiac, has been named president of the American Bank of Fort Lauderdale, organized 10 months ago.

Advertisers Honor Poss, Mohr on Eve of Retirement

HIGHLAND PARK, Ill.—In ceremonies during its fall meeting here, the Automotive Advertisers Council paid tribute to Pete C. Poss, assistant advertising manager of Timken Roller Bearing Co., Canton, O., and H. C. Mohr, advertising manager of General Motors' Packard Electric division, Warren, O., who are retiring this year.

Both men, long active in the affairs of the automotive service industry, were presented with engraved watches.

Mohr was one of the charter members of the Council, which was founded in 1941. Poss' activities in Council affairs covered the period from 1944 to 1954.

Pontiac Speedometer—

The "Safety Arc," a disc-type speedometer, is used on 1955-model Pontiacs. Speed is indicated by a continuous curved red line, which is pointed out by Hedy Dach, of the AC Spark Plug division of General Motors, producer of the device.

Says Dealers Won't SELL Him a Car . . .

Old Customer Speaks His Piece

EDITOR'S NOTE: *This may be old stuff to you. But, on the other hand, it may be just the information you need to get the right perspective on some of your prospective customers.*

By Lou Weston
An Old Customer

REMEMBER me, guys? I'm just an old customer. I come around sometimes. Not often enough, you say. But maybe that's where the trouble lies, for you. Because you never come around to see me, any more.

I've never had an auto dealership or distributorship, nor run a gasoline station or an auto repair shop. I've always been on the outside of the automobile business, looking in.

But I do know one thing. If you're trying to sell cars, I'm the guy you're trying to sell—I'm the customer—and a lot of you are missing the boat.

Let's get right down to facts. I own a '49 Chevrolet. Bought it new from a dealer. At least, I think I did.

* * *

I CALLED about it on the phone. And dropped in one day to see —no, not a salesman—the office manager, whose only concern was that I fill out the forms right.

I bought the car from a very pretty book the General Motors people put out—bought it from a picture, that's all. Kind of like a mail-order deal, and when my car arrived at the dealers, I had to call him to see if it had come in. He did not bother to call me.

So help me, I never saw a dealer or a salesman. I asked the dealer on the phone how late he stayed open, so I could pick up my new car. He said 5 o'clock. I said I could not make it before 5:30. He said one of the truck salesmen would be there (they were pushing trucks in those days) and would show me where it was.

I went there at 5:30.

"I guess this is it," said the truck salesman, pointing out a car on the lot with "Weston" written on a piece of paper stuck under the windshield wiper. Without showing identification of any sort, I climbed in the car and drove away.

* * *

AS I said, I never saw a salesman nor the dealer. Well, you say, that was in the days when there weren't enough cars to go around.

But now get this. To this day, five years later, I have never seen that dealer or one of his salesmen.

Oh, I'm on his mailing list, that's true, and I get mighty pretty pictures of new cars now and then from him, but I'm through buying cars by mail-order, I think.

It just happens that my car is a Chevrolet. From what I hear from my friends, it could be any make from Henry J to Cadillac.

Now take six guys like me. Don't you think, after five years of driving the same car, two out of us would be very interested in a new car, and one of us would buy?

* * *

DEALER man, where are you hiding?

To be honest, I'm happy with my car. Why shouldn't I be? It gives me a minimum of trouble, takes me where I want to go. Gets me back.

But what is more to the point, nobody has ever tried to make me unhappy with it. I guess that's what would be called creative salesmanship. I wouldn't know — nobody's tried it on me since the Japanese stopped production on your '42 models.

Let me tell you how it was before the war. Maybe some of you weren't around then. Might have been before your time. Say in 1940, when I was 21 years old.

When spring came, and the happy feeling of new grass and green leaves and fragrant flowers and pretty girls, there was the car salesman for sure.

He'd drive up into my yard with a car. Maybe I didn't know the guy from Adam. He had an easy manner, though—he liked to sell, and he liked people.

* * *

HE LIKED them so much he visited them in their normal habitat.

This guy would climb out of the car and introduce himself.

"I'm Joe Smith," he'd say. "Like that car? Beauty, isn't it? Hop in."

And awaaaay we'd go! After a few miles he'd bring me home. By this time Pop and Mom were out there with me—or maybe they took the ride with me. Why not? It was free, and it was fun.

"Look," Joe would say. "The tank is full. The car is yours over the weekend. Try it out—no obligation. I mean it. Just try it out, and I'll pick it up Monday morning."

* * *

FUNNY thing. Those guys would do that on a used car, where their margin was less. It was hard to sell cars then, new or used. The way it worked, I guess, was that they figured they'd sell more cars and make more profit on the bigger volume. They must have figured it right, because some of those boys were making big money.

Of course, they liked people, too. They liked to see them, liked to talk to them face to face, liked to go after them, visit them. Liked to sell them, too.

A salesman like this, maybe he'd sit in a tavern of an evening, drinking a beer. He seemed to know everybody in the place, what kind of car each man drove, when he bought it, and whether that man was figuring on buying a new car soon.

Suppose a man walked in this salesman didn't know. He'd lean over and say to you:

* * *

"WHO'S that fellow?"

"Why, that's Mark Harris," you'd says.

"What kind of a car does he drive?"

You'd tell him if you knew. One way or the other, this salesman made it a point to talk to Mark in the next few minutes. Not this lapel-grabbing business, you know, and none of this fast-talking "hard sell" they talk about today, that stiffens up a customer so fast he's as resistant as tool steel.

No, this salesman liked people, and he let people know it without falling all over them. Some people never would buy a car from him, and he knew it, but he liked them just as much as guys who lined his pockets for him. He loved people, and he loved to sell.

This salesman would call you on the phone, too. That might even be his first approach. He'd just introduce himself, say he thought you might be interested in a car.

* * *

MAYBE he'd mention the name of a friend of yours he'd been talking to. And maybe you'd say you were interested, and maybe you'd say definitely no. Anyway, he broke the ice, and the next week or so he'd be around.

"Thought you'd like to take a little run," he'd say. "Only take a couple of minutes. Boy, this car is a real honey!"

That salesman, he liked us, and we liked him.

A week or so ago, I read about a very expensive survey some research people made to learn why people aren't buying new cars as fast as the dealers and the manufacturers think they should.

The reason seemed to be this, the survey showed: "After the war, you guys made us fawn and crawl for our new cars. We had to be real nice to you and buy lots of extras, and we had to humiliate ourselves, beg you for our cars. This made us mad deep inside, the survey said, and we've been doing a slow burn.

* * *

"NOW we've got the whip hand, and boy, we're going to make you feel the lash. We want to see you guys cry and crawl and whimper and whine and beg us to take your cars. We want revenge."

Well, I don't want revenge, and there are a million guys like me who don't want revenge. We aren't even mad at you.

If you want to know how to sell me a new car—or a used car—I'll tell you. You have to come and get me.

You have to call me, visit me, know me on the street, be interested in me. You have to like me, and like to sell me. And then you have to show me that I want, that I really want, a new car.

So far, none of you guys have even given me the time of day.

Obituaries

Robert Hamilton Lilly

GOSHEN, Ind.—Robert Hamilton Lilly, 73, operator of Lilly Auto Sales for 32 years, died Nov. 17.

* * *

Chauncey A. Williams

MANCHESTER, N. H. — (UTPS)— Chauncey A. Williams, who operated the former Williams Motor Co. (White trucks) here, died Nov. 17.

* * *

John Paul Zimmerman

PORTLAND, Ind.—John Paul Zimmerman, 38, associated with Cecil Thomas in an automobile dealership at Ypsilanti, Mich., died of a heart attack in a hotel here Nov. 17. He had been to Louisville, Ky., on business and was on his way home.

* * *

Herbert S. Powell

UTICA, N. Y.—Herbert S. Powell, 71, inventor and manufacturer of an automobile muffler, died at his home here Nov. 14 after a long illness

Mr. Powell founded the Powell Muffler Co. to manufacture his patented invention in 1904. The concern was sold in 1950 to a group of Chicago industrialists. He was a director of the National Assn. of Motor Equipment Manufacturers.

* * *

Michael P. Lawler

KANSAS CITY. — Michael P. Lawler, a Nash distributor and dealer from 1938 to 1952 and a former Ford executive and dealer, died here Oct. 29. Born in Bay City, Mich., Mr. Lawler joined Ford Motor Co. in Detroit in 1909. After rising to chief auditor and establishing the accounting departments in eight branch offices, he was appointed assistant branch manager of the Philadelphia branch in 1914. In 1916, he was made manager of the St. Joseph (Mo.) branch. A year later, when Ford decided to close the St. Joseph branch, he bought out the assets and took over the entire operation as a Ford dealer. He continued to operate his Ford business until he took on the Nash distributorship in Kansas City in 1938. He later opened a Nash dealership, but retired in February, 1952. He was one of the original directors of Universal Underwriters and served on its board for many years.

Follestad Nash Modernizes Facilities—

More than $40,000 was spent by Follestad Nash, Inc., Everett, Wash., on the modernization of its facilities. More than 1,500 people visited the premises during the opening ceremonies.

Civilian Jobs Up 8 Million Since '45—

In nine years, civilian jobs have increased by eight million, according to the National Assn. of Manufacturers. Most of this rise occurred during the Korean War expansion of the military forces. Production requirements were so great that the number of jobs increased more rapidly between 1950 and 1953 than the number of persons available for employment, NAM says. The result was reduction of unemployment to 1.5 million in mid-1953, the lowest figure since 1945. Despite increased unemployment in the first half of 1954, the number of employed was 7.8 million greater than in 1945 and 1.9 million greater than in 1949, according to NAM.

Agents Act to Curb Sale Of Insurance by Dealer

HARRISBURG, Pa.—Four insurance agents have filed suit to have Good Chevrolet-Cadillac, Inc., Altoona, Pa., permanently enjoined from soliciting and selling insurance, collecting premiums and retaining the commissions on policies which insure vehicles it "owns or is financially interested in."

The complaint charges that such a practice is contrary to Pennsylvania's insurance laws in that by receipt of these commissions, the dealer is procuring insurance at a cost less than the premium specified in the policy.

Thus, it is said, the dealer is obtaining a rebate from the established rate, which is an inducement for the placing of insurance and is in violation to the law.

The Pennsylvania Automotive Assn. is watching the outcome of the suit against Good, describing it as "vitally important to all Pennsylvania automobile dealers who are licensed insurance agents."

Hudson Receives 3 Defense Jobs; Baits Fills Post

DETROIT.—George Romney, president of American Motors Corp., announced last week that the Hudson special products division had been awarded three new defense contracts and that Stuart G. Baits would be general manager of the division.

Baits, an AMC vice-president, became Hudson's assistant general manager and second vice-president in 1936. He was named first vice-president in 1938 and president of Hudson Motors of Canada, Ltd., in 1937.

Romney also announced the appointment of J. W. Eskridge as manufacturing vice-president for Hudson and J. F. Jones as sales vice-president for Hudson.

Eskridge is a former factory manager at Hudson. Jones has been a Hudson factory manager also.

Third Dearborn Show

DEARBORN. — Visitors at the Henry Ford Museum and Greenfield Village will get a chance to see the European look in automotive styling when the Sports Cars Internationale opens Jan. 14 for a two-week stay. The 1955 show will be the third to be held at the museum.

Bendix Appoints Fontaine, Hall

DETROIT.—Appointments of A. P. Fontaine as director of engineering and Dr. A. C. Hall as general manager of the research laboratories have been announced by Malcolm P. Ferguson, president of Bendix Aviation Corp.

Dr. A. C. Hall

A. P. Fontaine

Fontaine formerly helped direct operations in aircraft control, navigation and instrument equipment, electron tubes, ignition systems and other products at Bendix' 24 manufacturing divisions.

Dr. Hall has been associated with Bendix since 1950, first as associate director and later as technical director of the research laboratories.

King Pontiac Hosts Critchfield—

In South Carolina for the unveiling of the new Pontiac models, factory officials were welcomed by King Pontiac Co. officers in Columbia. Shown (from left), are R. K. Vietor, assistant general manager of King; F. B. Davis jr., president of King; W. R. Matthews, general manager of King, and Robert M. Critchfield, Pontiac general manager.

Car, Truck Output Estimates By Automotive News

PASSENGER CARS

(U. S. PRODUCTION ONLY)

	Week Ended Nov. 27, 1954	Same Week, 1953*	Week Ended Nov. 20, 1954*	Nov., 1954, To Date	Jan. 1 To Nov. 28, 1953*	Jan. 1 To Nov. 27, 1954*
AMERICAN MOTORS	910	2,169	1,255	4,752	200,721	88,610
Hudson	.....	788	.....	.....	72,635	28,026
Nash	910	1,381	1,255	4,752	128,086	60,584
CHRYSLER CORP.	20,820	14,274	25,232	84,719	1,157,284	576,746
Chrysler	2,500	1,861	3,102	10,879	148,604	82,654
DeSoto	1,850	1,834	2,221	7,845	118,699	56,664
Dodge	5,220	2,815	6,228	21,491	279,255	115,625
Plymouth	11,250	7,764	13,681	44,504	610,726	321,803
FORD MOTOR	30,910	27,561	36,533	114,841	1,441,564	1,498,119
Ford	27,600	22,619	33,068	104,510	1,117,187	1,234,948
Lincoln	410	1,049	620	2,304	37,400	33,234
Mercury	2,900	3,893	2,845	8,027	286,977	229,937
GENERAL MOTORS	53,980	5,231	66,706	235,214	2,605,569	2,529,390
Buick	10,520	.....	12,531	40,869	471,427	471,557
Cadillac	2,520	2,010	2,961	10,380	99,286	107,864
Chevrolet	26,700	79	32,647	117,976	1,345,817	1,244,144
Oldsmobile	7,640	3,142	9,615	33,344	308,768	387,445
Pontiac	6,600	.....	8,952	32,645	380,271	318,380
KAISER MOTORS	110	172	133	398	62,479	15,726
Kaiser	.....	172	.....	.....	21,987	5,803
Willys	110	.....	133	398	40,492	9,923
S-P CORP.	2,955	2,870	3,662	13,575	253,744	104,976
Packard	75	494	52	117	77,796	25,392
Studebaker	2,880	2,376	3,610	13,458	175,948	79,584
Total Cars, U. S.	109,685	52,277	133,521	453,499	5,721,361	4,813,567

*Revised

COMMERCIAL CARS

(U. S. PRODUCTION ONLY)

	Week Ended Nov. 27, 1954	Same Week, 1953*	Week Ended Nov. 20, 1954*	Nov., 1954, To Date	Jan. 1 To Nov. 28, 1953*	Jan. 1 To Nov. 27, 1954*
CHEVROLET	4,200	4,987	5,830	20,442	326,053	296,955
DIAMOND T	60	74	75	308	7,699	3,127
DIVCO	48	64	58	129	2,688	2,668
DODGE	1,625	1,423	2,034	7,820	95,752	84,753
FEDERAL	.....	61	.....	.....	2,163	2,049
FORD	7,060	4,222	8,472	30,151	295,219	266,648
GMC	1,050	2,274	1,291	4,705	102,321	69,382
INTERNATIONAL	1,285	1,804	1,605	6,006	112,031	85,046
MACK	135	194	166	631	10,703	6,315
REO	77	.....	97	370	14,464	6,805
STUDEBAKER	550	2,376	690	2,431	33,748	14,307
WHITE	175	145	220	832	12,875	9,684
WILLYS	1,550	1,659	1,622	7,154	80,189	67,428
MISCELLANEOUS	80	171	103	386	13,282	4,455
Total Trucks, U. S.	17,895	19,454	22,263	81,365	1,109,187	919,622
Total Cars, Trucks, U. S.	127,580	71,731	155,784	534,864	6,830,548	5,733,189
Total Cars, Trucks, Canada	4,215	4,515	4,133	15,234	424,236	322,425
Grand Total, Cars and Trucks, U. S. and Canada	131,795	76,246	159,917	550,098	7,254,784	6,055,614

*Revised. Miscellaneous includes Autocar, Corbitt, Marmon H., Brockway, Four-Wheel Drive, Sterling, Nash, etc.

N.B.: All U. S. totals include cars and trucks for military orders.

Output Pace Continues On Upward Trend

(Continued from Page 1)

year's total should reach 5,468,000, a decline of about 11 percent from 1953.

Current third-high year is 1951 with 5,330,594 cars. The record goes to 1950 with 6,658,510 cars, and 1953 is second highest with 6,134,823.

* * *

LAST week's car turnout was 17.9 percent below the week earlier and truck output was down 19.6 percent. The car total would have been much lower but for heavy schedules on Saturday. Ford division again worked all 16 car and truck plants, for example.

Ford's effort last week narrowed Chevrolet's lead for the year to 9,200 cars.

While barreling along at a postwar peak, Ford division has little chance of beating its alltime mark —1,817,891 cars built in 1923. At its current hot rate, it would need 18 weeks to surpass that mark. Only five weeks are left in the year.

* * *

CHEVROLET would need nine weeks to top its 1950 mark of 1,520,583 cars, and Buick would need 6½ weeks to break its 1950 record of 552,827. All other makers are out of the running for records.

General Motors last Wednesday (Nov. 24) produced its 2.5-millionth car of the year, and Ford Motor will produce its 1.5-millionth today (Nov. 29). GM thus is 1½ weeks behind its 1953 pace, while Ford Motor is almost two weeks ahead.

So far this year U. S. makers have produced 4,813,567 cars and 919,622 trucks, declines from 1953 of 15.9 percent and 17.1 percent, respectively.

* * *

Canadian Output

HIGHER schedules at GM and Chrysler Corp. has caused output to spurt in the last two weeks.

Last week's car and truck production totaled an estimated 4,215 units, compared with 4,133 in the week earlier.

A further boost should occur this week since Chrysler's newly instituted two-shift basis will be rolling along.

Auto Personnel

B. W. Ruark, general manager of the Motor and Equipment Wholesalers Assn., has been elected a director of the American Trade Assn. Executives.

B. W. Ruark

Prior to the establishment of MEWA, Ruark was associated with the associations preceding it, having joined the staff of the former Automotive Equipment Assn. in 1922.

* * *

Vogel Named to Direct GM Procurement, Schedules

Appointment of **Raymond A. Vogel** as head of procurement and schedules for General Motors has been announced by John J. Cronin, vice-president of the manufacturing staff.

Vogel goes to the manufacturing staff from Cadillac, where he had been manager of purchases for six years. He succeeds **Daniel F. Hulgrave**, who has been with GM since 1908 and will continue on the manufacturing staff in a consulting capacity.

* * *

Dodge Appoints Sutlive For Atlanta Region

Willard E. Sutlive has been appointed assistant regional manager of the Dodge Atlanta sales region, it was announced by L. F. Desmond, Dodge general sales manager.

Sutlive formerly was regional business manager of the Dodge Cincinnati region.

* * *

Goodrich Names Freeman

Leonard M. Freeman has been named manager of quality control for B. F. Goodrich Co. Tire & Equipment division. In his new position he will be responsible for coordinating and unifying quality control methods and procedures for all tire manufacturing. He joined B. F. Goodrich in 1926.

* * *

Dodge Appoints Poyner As Purchasing Agent

J. C. Poyner has been appointed purchasing agent of Dodge, according to Joseph Pfeiffer, director of purchases for Chrysler Corp.

J. C. Poyner

Poyner will continue to supervise the procurement of steel and other raw materials for the entire corporation, a function which he has performed for seven years.

Poyner joined Chrysler Corp. in 1926. In 1937, he became a stampings buyer, and in 1947 was appointed divisional purchasing agent.

* * *

Pennsalt Names Pancoast

M. S. Pancoast has been named to represent the metal processing department of Pennsylvania Salt Mfg. Co. in its New York territory, according to J. J. Duffy, sales manager. He succeeds **Clinton S. Burhans** who retired.

CLASSIFIED WANT AD DEPARTMENT

Reaching an estimated 150,000 readers engaged in all branches of the automotive industry from Maine to California. RATES: TWENTY CENTS (20c) PER WORD FOR EACH INSERTION. POSITION WANTED ADS, 10c PER WORD. PAYMENT IN ADVANCE OF INSERTION REQUIRED. Ads may be signed with full name and address at regular rates. Add One Dollar ($1) per insertion for use of a box number, in care of Automotive News. Replies to Box Number ads: are forwarded to the advertiser, unopened, the same day received. Display ads: $11.20 per column inch, per insertion. CLOSING: SIX DAYS IN ADVANCE OF PUBLICATION DATE.

WANT AD DEPT., AUTOMOTIVE NEWS, 2666 PENOBSCOT BUILDING, DETROIT 26, MICH.

Kindly Acknowledge

Advertisers availing themselves of this Want Ad Section are requested to advise all respondents if and when their wants have been fulfilled. A post-card will do and your courtesy will help us maintain the present high regard which this department enjoys.

AUTOMOTIVE NEWS

HELP WANTED

SERVICE REPRESENTATIVE. Leading automobile manufacturer has opening in upper midwest territory. Requires man 28 to 40. Top remuneration includes salary, car and expenses. Consideration given to experienced automobile man who is capable of handling customer relations and service assistance with dealers. Reply Box 4343, c/o Automotive News, Detroit 26, giving full details of experience, personal qualifications and snapshot.

LARGE TRUCK BODY MANUFACTURER

has several territories now open. Automotive selling experience helpful, but not necessary. Salary and commission incentive plan. Salesmen must be free to travel.

Utility Truck Distributors, Inc.

Union City, Indiana

WANTED — SALES MANAGER for Pontiac dealership in midwest city of 90,000 population. 400 car allotment. Must have experience in all phases of new and used car merchandising with ability to manage and train sales force. We have the product and facilities. A real opportunity with top salary to the right man based on qualifications and sales results. Write stating age, qualifications and experience. Box 4342, c/o Automotive News, Detroit 26.

COMPLETE PROTECTION GIVEN AUTOMOTIVE NEWS' READERS

Automotive News will not divulge the name of any classified advertiser using a box number. For our readers who wish to protect their identity when answering box number ads, we suggest you send your replies direct to Classified Manager, Automotive News. Enclose a note listing the concerns which you would not want your letter to reach. Your reply will be destroyed if the advertiser is one you have mentioned; otherwise it will be forwarded immediately to the advertiser.

HELP WANTED

DISTRICT MANAGER. Can earn upwards $10,000 per year. Nationally known chemical specialty line. Territories New York, Chicago, eastern Texas and Wisconsin. Experience contacting automobile dealers. Commissions up to 33⅓%, drawing account, fringe benefits. Need good car. Line is established. Write details to Box 4333, c/o Automotive News, Detroit 26.

SALES MANAGER. Chevrolet dealer in Georgia requires aggressive, experienced, new and used car and truck manager to employ, train and direct salesmen for medium size operation. Good salary, commission and bonus; also opportunity to purchase all or part of business. State age and qualifications. Box 4352, c/o Automotive News, Detroit 26.

NEW CAR SALES MANAGER—1800 unit yearly Chevrolet deal in midwestern city. Experience necessary. You must be able to direct large sales force. Adequate new facilities. Fine community in which to live. Good future for right man. Answer, giving qualifications, history of your business life, experience and age. All correspondence held in strict confidence. Box 4341, c/o Automotive News, Detroit 26.

POSITION WANTED

To encourage this classification for the benefit of our employing readers, Position Wanted Ads are accepted at half regular rates, namely: 10 cents per word for each insertion. Cash in advance. (Half-rate does not apply to display ads in this section.)

ATTENTION FLORIDA GM dealers! Wanted — position as service manager. Ten years' experience with Chevrolet, Olds, Pontiac and Cadillac. Excellent factory and personal references. Attended the GM School of Technology in service management, also several product schools. 39 years old, married and have one child. Sober and reliable. Now employed as a GM service manager. Can relocate anytime. Would be willing to work for dealer two weeks free so he can check my ability as a service manager if needed. Can handle any phase of the service department including a body shop. Want to relocate in Florida. Box 4345, c/o Automotive News, Detroit 26.

GENERAL MANAGER or sales manager. Nine years of extensive and profitable GM and Ford experience in Cleveland, Ohio. Top factory approvals. Young, married. Box 4361, c/o Automotive News, Detroit 26.

OLDSMOBILE PARTS manager available January 1st. Seventeen years with Olds, now with another make of car. Desire position with large dealer in eastern United States. Box 4325, c/o Automotive News, Detroit 26.

SERVICE MANAGER. First class, thoroughly experienced in successful service operation. Best references, location in Chicago or vicinity preferred. Box 4344, c/o Automotive News, Detroit 26.

EXCESS SHOP EQUIPMENT?

Why not *sell* that extra equipment now standing idle in your shop?

An advertisement in this section is the answer!

AUTOMOTIVE NEWS

POSITION WANTED

SALES MANAGER — COMPLETE charge Pontiac dealership last five years. Operated my own used car business for seven years. Experienced in volume operation, metropolitan area. Sales training, advertising, developer of men and volume producing methods. Desires association with progressive company. Compensation on accomplishment basis. Single, can relocate easily. Write to Box 4284, c/o Automotive News, Detroit 26.

MEXICO AND CENTRAL America. Qualified special representative available after November 15th for automotive, truck or parts manufacturer. College U. S. Fluent Spanish and English. Factory trained in sales, service and parts. Finest references. Mexico City resident. Box 4310, c/o Automotive News, Detroit 26.

MANAGER—Desire connection with dealer who does not wish to devote full time to business. Pre-war and post-war experience in management, sales, accounting, parts and service. Prefer southeast in low price field. Chester Edwards, 615 McRorie, Lakeland, Fla. (Ph. 6-7741.)

ATTENTION GMC OR FORD dealers. Young sales executive, 10 years' experience in the automotive field, will invest up to $15,000 as active partner after employment of several months. Prefer New Jersey, Westchester or Long Island. Box 4362, c/o Automotive News, Detroit 26.

IF YOU CAN USE a man, 56 years old who has known the business inside out for over 30 years, as general or sales manager please contact me at once. Available January 1st. Prefer west coast but can move anywhere a good connection lies. Box 4346, c/o Automotive News, Detroit 26.

ATTENTION GM DEALERS—Calif., Colo. and Oregon: An ambitious and aggressive young man with successful career as high volume salesman with a GM dealer desires position as, or leading to, sales manager. Preferably with possibilities of eventually working into partial ownership. Excellent references. Box 4347, c/o Automotive News, Detroit 26.

SALES MANAGER POSITION desired in New England with GM dealer handling up to 500 units. Young man, ambitious, aggressive, capable of managing all phases of dealership operations including selecting, training and directing profitable salesmen. Considerable volume sales experience. Excellent references. Box 4348, c/o Automotive News, Detroit 26.

DEALERSHIPS AVAILABLE

DEALERSHIP AVAILABLE, now handling Nash, in northern Indiana town of 25,000. Excellent location in new building with used car lot. Owners net last 5 months—$12,000. Ideal one man operation. Must liquidate now to take over bigger deal. Will sacrifice. Terms if needed. Box 4354, c/o Automotive News, Detroit 26.

MIDWEST DEALERSHIP HANDLING Chrysler - Plymouth — 25,000 population. Averaging $400,000 per year, making money. Finest building and used car lot in city on moderate lease. Sell at inventory and depreciated book value. No used cars or accounts. About $40,000 will carry one half. Owner retiring. All replies confidential. Address Box 4359, c/o Automotive News, Detroit 26.

DEALERSHIP AVAILABLE, handling Buick franchise, to qualified party. 1,000 unit deal—Clinton, N. C., serving a population of 100,000. Fully equipped garage and office equipment. For sale—Buick parts and 30 Berger bins. Nice building available. Total price, $13,000. Box 4355, c/o Automotive News, Detroit 26.

DEALERSHIPS AVAILABLE

DEALERSHIP AVAILABLE HANDLING Oldsmobile in Michigan county seat town of 7,000 population, trading area 50,000. Will sell parts, equipment and fixtures at inventory value and lease nearly new factory approved building with plenty of customer parking and adjoining used car lot. Total inventory less than $50,000. Box 4349, c/o Automotive News, Detroit 26.

DEALERSHIP AVAILABLE HANDLING DeSoto - Plymouth. Showroom front on Main St. Modern and fully equipped garage. Will sell or lease. Factory approval can be obtained. See or call John Depumpo, Waverly, N. Y. Phone 1.

MINNESOTA DEALERSHIP — Two top GM lines. Town of 10,000. New, modern building. Prefer to sell but will consider renting. Box 4350, c/o Automotive News, Detroit 26.

FOR SALE OR RENT. Agency handling Kaiser, Packard, International truck. Shop equipment, parts, bins. Discount prices. Swalley Motors, Galion, Ohio.

HANDLING CHEVROLET-BUICK DUAL. One of the best for its size in the midwest. County seat, 8,000 population, 25,000 trade area. 200-225 new car potential. Good lease on new building and used car lot. No used cars or accounts receivable. You must qualify with Chevrolet and Buick. Reply Box 4351, c/o Automotive News, Detroit 26.

DEALERSHIP NOW HANDLING Dodge, Plymouth and trucks. Approximately 125 car franchise. Located in Delaware River Valley near Philadelphia. Garage approximately 5,700 square feet with good facilities and in residential area. Terms can be arranged. Box 4353, c/o Automotive News, Detroit 26.

DEALERSHIP HANDLING CHEVROLET —Southern Wisconsin in heart of dairyland, covering two towns and surrounding farmland. $28,000 will handle. Box 4354, c/o Automotive News, Detroit 26.

TEXAS DEALERSHIP HANDLING Packard and Willys. Top location in city with over 165,000 population. Excellent equipment in parts and service department. No accounts receivable. Best possible used car facilities. Wonderful reputation. Don't miss this one. Replies strictly confidential. Box 4355, c/o Automotive News, Detroit 26.

DEALERSHIP HANDLING FORD—Western Wisconsin, town of 2,000 population. 12 miles from city of 50,000. Gross sales over 100 units and $450,000. Due to serious illness must be sold at once and very reasonable. Salem Motors, West Salem, Wis.

DEALERSHIP HANDLING MERCURY on Fla. gold coast. Average monthly net $2500 at present. Good lease available on best possible location. No accounts, no used cars. $10,000 will handle on fast sale. Write Box 4328, c/o Automotive News, Detroit 26.

GM DEALERSHIP. Possibility, building completely equipped, large operation, mid-west, 500,000 population. If you have $150,000 cash and can secure GM factory approval. Box 4339, c/o Automotive News, Detroit 26.

DEALERSHIPS WANTED

GENERAL MOTORS, SINGLE or dual, prefer dualed with Cadillac, 100 to 250 units. Have ample capital and factory approval assured. Prefer location in Ohio or nearby states, but any location will be considered. Replies strictly confidential. Box 4298, c/o Automotive News, Detroit 26.

WILL PAY CASH FOR GM, Chrysler product or Ford franchise of any size. Southeast or southwest coast of Florida. Factory approval assured. Will lease or buy building if necessary. Box 4288, c/o Automotive News, Detroit 26.

BUSINESS OPPORTUNITIES

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